



THE MARKETING SCHOOL





WHY STUDY AT IPAM?

IPAM prepares students for the global world, providing them with knowledge from each scientific area, but also with a set of personal and social skills which makes them active citizens and agents of change, in addition to globally capable professionals.

It stands out for its ability to innovate and for its differentiated academic model which is founded on the principles of quality, internationalisation and the proximity to business and the labour market. IPAM brings to its students a multicultural career-oriented learning experience.

Besides, IPAM is located in Oporto one of the most beautiful and cosmopolitan cities in Europe, where the students will take the chance to enjoy a very enriching experience.

The interested students can study at IPAM for a small period through an exchange programme or enrol directly on an undergraduate or graduate degree.

PORTUGAL

A country where you feel at home.

When we think about Portugal, we think about:

- Rich history
- Beauty
- Culture
- Friendly population!!!
- Amazing weather
- Low living costs

From North to South you will find special places where you will feel at home.

Our Official language is Portuguese, but we are quite open to speak other languages, and communication is not going to be an issue. Hospitality and tolerance is part of our DNA. We are good people indeed!

We are located in Western Europe and borders Spain.

We have safe and fast connections to other European cities that are only a few hours away.

WHY TO LIVE IN OPORTO?

- A cosmopolitan city full of havens, full of history, full of culture!
- Europe's greatest wheather.
- Amazing light and special blue sky.
- One of the cheapest cities to live in Europe.
- Amazing food, amazing wine.
- Full of bars and nightlife.
- A river that feels like the sea.
- A city with fabulous views.
- The houses have more colours than a box of Legos.
- One of the safest cities of Europe



IPAM – THE MARKETING SCHOOL



UNDERGRADUATE ACADEMIC OFFER

MARKETING|_{EN}

Bachelor lectured entirely in English

Autumn Semester

1st Semester

Global Economics	60 horas 6 ECTS
Marketing Principals	60 horas 6 ECTS
Cross Cultural Studies	60 horas 6 ECTS
Interpersonnal Skills	30 horas 3 ECTS
Research methods	30 horas 3 ECTS
Statistics	60 horas 6 ECTS

3rd Semester

Financial Management	60 horas 6 ECTS
Customer Management	60 horas 6 ECTS
Trendspotting and Future Thinking	60 horas 6 ECTS
Product Management	60 horas 6 ECTS
Integrated Marketing Communication	60 horas 6 ECTS

Spring Semester

2nd Semester

Marketing Strategy	60 horas 6 ECTS
Consumer Behavior	60 horas 6 ECTS
Managing Global Teams	30 horas 3 ECTS
Business Development for Alternative Futures	30 horas 3 ECTS
Marketing Research	60 horas 6 ECTS
Data Analysis	60 horas 6 ECTS

4th Semester

Digital Business Strategy	60 horas 6 ECTS
Distribution and Retail	60 horas 6 ECTS
Price and Cost Management	60 horas 6 ECTS
New Marketing and Communication Tools	60 horas 6 ECTS
Services Management	60 horas 6 ECTS

6th Semester

Global Marketing Strategies	60 horas 6 ECTS
Cross Cultural Negotiation	60 horas 6 ECTS

UNDERGRADUATE ACADEMIC OFFER

GESTÃO DE MARKETING | PT

Bachelor lectured entirely in Portuguese

1º Semestre

Fundamentos de Marketing	60 horas 6 ECTS
Investigação e Métodos de Pesquisa	60 horas 6 ECTS
Cultura e Ideologia de Mercado	45 horas 6 ECTS

3º Semestre

Gestão da Comunicação	45 horas 6 ECTS
Gestão do Produto	60 horas 6 ECTS

5ª Semestre

Dinâmica e Animação de Grupos	45 horas 6 ECTS
Gestão dos Canais de Distribuição	60 horas 6 ECTS
Gestão de Vendas	60 horas 6 ECTS
Plano de Marketing	45 horas 6 ECTS

2º Semestre

Marketing	60 horas 6 ECTS
Comportamento do Consumidor	45 horas 6 ECTS

4º Semestre

Comportamento Organizacional	45 horas 6 ECTS
Publicidade	60 horas 6 ECTS
Gestão de Preços	60 horas 6 ECTS
Laboratório de Marketing e Consumo B*	45 horas 6 ECTS

6ª Semestre

Comportamento de compra e Venda	45 horas 5 ECTS
Sistemas de Informação	60 horas 5 ECTS

*Depende do projeto. A ser confirmada no início do semestre.

MOBILITY APPLICATION

International students.

1ST SEMESTER OR AUTUMN SEMESTER

Non-European Students: 15th May

European Students: 31st May

2nd SEMESTER OR SPRING SEMESTER

Non-European Students: 15th October

European Students: 31st October

REQUIRED DOCUMENTS TO SUBMIT

- Personal photo (JPG Format)
- Academic Transcript (PDF Format)
- Learning Agreement
- ID or Passport Copy
- Health Insurance Proof

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.



DON'T WAIT
FOR AN
OPPORTUNITY.

CREATE IT.

USEFUL INFORMATION

HOUSING

University Accommodation Portal:

<https://accommodation.ipam.pt/>

Other options:

- [Uniplaces](#)
- [ESN Porto](#)
- <https://housinganywhere.com/>
- <https://studathome.com/>
- <http://inlifeportugal.com/index.html>

INSURANCE

Incoming students must have Health insurance and Personal Accident Insurance

VISA

Non-European students must have student visa.



INTERNATIONAL STUDENTS SUPPORT

Welcome Week

The international office of IPAM organizes twice a year a Welcome Week for incoming students, normally one week before the beginning of the semester. We strongly recommend all incoming students to attend it, since it will offer the opportunity to:

- **Get to know the other incoming students** and the locals through fun team building & other activities (dinners, guided tours, parties)
- **Get support** in housing, transports, bank account, visas, and other social and cultural supports.
- **Explore Oporto** with our local students and dive into student life.
- To **build your own schedule** with a personal support given by a team of students supervised by the International Office (Buddy program).
- **Deal with all de mobility documents, social and personal issues** concerning the mobility period with the intensive support of the international office.

Please don't forget to bring:

- ID Card/ Passport
- Learning Agreement
- European health card / International health insurance copy

International Culture Fair

Once a semester is organized a day especially dedicated to the incoming students. On this day all students are invited to bring a little of their culture to our campuses.

Get prepared for this! Bring with you everything you think you can use to present your Country: ingredients for typical dishes, typical costumes, music, symbols, flags etc.

CONTACT US



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