



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 being 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 Lisbon one of the most beautiful and cosmopolitan cities in Europe, where the students will have the chance to enjoy a very enriching experience.

The interested students can study at IPAM for a small period of time, through an exchange programme or enrol directly in 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 Spain borders.

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

WHY TO LIVE IN LISBON?

- A cosmopolitan city full of havens, full of history, full of culture!
- Europe's greatest weather.
- Amazing light and special blue sky.
- One of the least expensive cities to live in Europe.
- Amazing food, amazing wine.
- Full of bars and nightlife.
- Wonderful beaches 20 minutes away from downtown Lisbon.
- A river that feels like the sea.
- A city built on seven hills, with fabulous views.
- The houses have more colours than a box of Legos.
- One of the safest capitals of Europe!



IPAM – THE MARKETING SCHOOL



UNDERGRADUATE ACADEMIC OFFER

MARKETING

All Courses taught in English

Fall Semester

(September- January)

1st Semester

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

3rd Semester

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

Spring Semester

(February - June)

2nd Semester

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

4th Semester

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

6th Semester

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

Attention!

- The student can choose any courses up to a total of 30 ECTS.
- Choosing courses in the same semester ensures that the student does not have overlapping hours.
- Schedules are only available during Welcome Week.

UNDERGRADUATE ACADEMIC OFFER

GESTÃO DE MARKETING |

All Courses taught in Portuguese

Semestre 1

(Setembro - Janeiro)

1º Semestre

Fundamentos de Marketing	60 horas 6 ECTS
Investigação e Métodos de Pesquisa	60 horas 6 ECTS
Linguagem e Apresentação Empresarial	45 horas 6 ECTS
Cultura e Ideologia de Mercado	45 horas 6 ECTS
Fundamentos de Gestão	60 horas 6 ECTS

3º Semestre

Gestão de Comunicação	45 horas 6 ECTS
Estudos de Mercado	60 horas 6 ECTS
Gestão de Produto	60 horas 6 ECTS
Economia e Negócios Internacionais	60 horas 6 ECTS
Métodos de Previsão	60 horas 6 ECTS

5º 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
Gestão Financeira	60 horas 6 ECTS
Plano de Marketing	45 horas 6 ECTS

Semestre 2

(Fevereiro - Junho)

2º Semestre

Marketing	60 horas 6 ECTS
Economia da Empresa	60 horas 6 ECTS
Comportamento do Consumidor	45 horas 6 ECTS
Estatística Descritiva	60 horas 6 ECTS
Laboratório de Marketing e Consumo A	45 horas 6 ECTS

4º Semestre

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

6º Semestre

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

Atenção!

O estudante não pode escolher disciplinas de diferentes semestres. Tem que escolher 1 pack específico:

- Semestre 1 (de setembro a janeiro) : 1º Semestre, 3º semestre ou 5º semestre;
- Semestre 2: (de fevereiro a junho: 2º semestre , 4º semestre ou 6º semestre;

MASTER ACADEMIC OFFER

MARKETING MANAGEMENT | PT | EN

Course (PT)	Course (EN)	Semester	Hours	ECTS
Marketing Estratégico	Strategic Marketing	1	45	6
Simulador de Gestão de Marketing	Marketing Management Simulator	1	45	6
Gestão de Projetos de Investimento		1	45	6
Liderança e Negociação		1	45	6
Marketing Relacional	Relationship Marketing	1	45	6
Desenho de Projeto	Project Design	2	45	12
Economia do Consumo		2	45	6
Sistemas de Análise e Apoio à Decisão		2	45	6
Gestão de Serviços (optativa)		3	60	18
Branding (optativa)	Branding (optional)	3	60	18
Direção Comercial e Vendas (optativa)	Commercial Management and Sales (optional)	3	60	18
Novas Tendências de Marketing (optativa)		3	60	18

Attention!

- The master courses can only be attended by master students;
- If you are a master student you can mix subjects from master and bachelor until up a total of 30 ECTS.
- The courses available in English are taught on a bilingual system;
- The opening of the optional courses depends on the number of national students enrolled;

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
- Statement of Purpose

LINK TO ONLINE APPLICATION

To be sent when the student is nominated.



DON'T WAIT
FOR AN
OPPORTUNITY.

CREATE IT.

USEFUL INFORMATION

PORTUGUESE CULTURE AND LANGUAGE COURSE FOR INCOMING STUDENTS

Introduction to the Portuguese culture, basic grammar structure, pronunciation and vocabulary; cultural visits.

HOUSING

University Accommodation Portal: <https://accommodation.ipam.pt/>

Other options:

- [Collegiate](#)
- [Uniplaces](#)
- [Study in Lisbon](#)
- [Erasmus Life Lisboa](#)
- [ESN Lisboa](#)

INSURANCE

Incoming students must have Health insurance and Personal Accident Insurance

VISA

Non-European students must have student visa.



INTERNATIONAL STUDENTS SUPPORT

Welcome Week

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

- **Get to know the other incoming students** and the locals through a fun team building & other activities (dinners, guided tours, parties)
- **Get support** in housing, transports, bank account, visas, and other social and cultural supports.
- **Explore Lisbon** with our local students and dive into student life.
- Receive your **Timetable** for all semester:
- **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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INTERNATIONAL OFFICE COORDINATOR (International Office Coordinator)

Liliana Rosalino

INTERNATIONAL OFFICE COORDINATOR (Institutional and International Relations Coordinator)

Mafalda Homem de Melo



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