

**Subject:** Final Assessment - Evaluation Methodologies for Appeal and Special Season 2019/2020 held at a distance

**Information:**

Final Assessment - Evaluation Methodologies for Appeal and Special Season 2019/2020 held at a distance

**Written by:**

**IPAM Lisboa's Director**

Pedro Mendes, PhD

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**Date:** 08-06-2020

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IPAM Lisboa has been following, from the beginning, the evolution of the public health crisis associated with COVID-19 pandemic. In accordance with this assumption, we are committed to maintain a distance assessment method for Final Assessment – Appeal and Special Seasons, with high quality standards and in accordance with the best international practices.

We also inform you that this resolution process and IPAM Lisboa’s decision is based on the consultation of the Pedagogical Council and the Scientific Technical Council, which met on June 5th, 2020.

This way, it is determined that:

- The Special, Appeal and Final Assessment Seasons will take place online, in the defined schedule, using alternative methodologies to tests or written exams without consultation;
- The Scientific Technical Council has delegated to the Course Directors and Coordinators of the Scientific and Technical Area, the competence to analyze the proposals of the Professors on the most appropriate evaluation model for each course unit. The methodologies were approved at the Pedagogical and Scientific-Technical Councils of IPAM Lisbon, held on June 5, 2020, and are as follows:

1. Graduate Degree in Marketing Management:

1.1. Final Assessment – Appeal Season (2nd Semester courses)

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
ECG	Joana Gorgueira	Consumer Economy	30-jun	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Ricardo Abreu	Analysis and Decision Support Systems	02-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
CSH	António Rosinha	Project Design	06-jul	Elaboration of the Project, according to the provided guide, and respective presentation	Submission on BlackBoard
MKT	Luís Schwab	Relational Marketing	08-jul	Test with consultation on the Black-Board, following PUC guidelines and Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test

## 1.2. Final Assessment – Special Season

## 1.2.1. 1st Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
ECG	Ana Portal	Business Law	22-jul	Report submission, according to the PUC guidelines	Submission on BlackBoard
	Miguel Rodrigues	Financial Projects Management	16-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
CSH	António Sacavém	Negotiation and Leadership	21-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MKT	João Freire	Branding	15-jul	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Luís Schwab	Sales Administration	20-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Luís Valentim	Strategic Marketing	17-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Barbosa	New Marketing Trends	14-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Carlos Sá	Marketing Management Simulator	13-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test

## 1.2.2. 2nd Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
ECG	Joana Gorgueira	Consumer Economy	14-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Ricardo Abreu	Analysis and Decision Support Systems	23-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
CSH	António Rosinha	Project Design	15-jul	Report submission, according to the PUC guidelines and presentation	Submission on BlackBoard
MKT	Luís Schwab	Relational Marketing	20-jul	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test

## 2. Undergraduate degree in Marketing Management

### 2.1. Final Assessment – Appeal Season (2nd Semester courses)

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
Mkt	Ana Pestana	Marketing Lab and Consumption A	01-jul	Report submission, according to the PUC guidelines	Submission on BlackBoard
	Helena Rodrigues				
	Ana Pestana	Marketing	29-jun	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Luís Valentim				
	Carlos Búrcio	Price Management	09-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Henrique Ribeiro				
	Pedro Afra	Marketing Lab and Consumption B	29-jun	Report submission, according to the PUC guidelines	Submission on BlackBoard
	Henrique Ribeiro				
	João Barbosa	Advertising	03-jul	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Patrícia Oliveira				
Luísa Martinez	Purchasing and Selling Behaviour	03-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test	
CSH	Marta Sampayo	Organizational Behaviour	01-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	António Sacavém				
	Natália Pacheco	Consumer Behaviour	09-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Rocha	Personnel Management	29-jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Rui Brás	Descriptive Statistics	03-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Pedro Mello	IT Systems	01-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
ECG	Miguel Rodrigues	Accounting Management	07-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Nuno Farinha	Business Economics	07-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ricardo Raimundo				

## 2.2. Final Assessment – Special Season

## 2.2.1. 1st Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
Mkt	Ana Pestana	Marketing Fundamentals	17-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Luís Valentim				
	Natália Pacheco	Market Research	20-jul	Test with consultation on the Black-Board, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Marta Bicho				
	Patrícia Oliveira	Communication Management	21-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Barbosa	Product Management	22-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Luísa Martinez				
	Ana Pestana	Logistics	20-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	José Rousseau				
	Luís Schwab	Sales Management	16-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Pedro Mello				
	Henrique Ribeiro	Marketing Plan	15-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
Pedro Afra					
CSH	Henrique Ribeiro	Culture, Ideology and Market	23-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Helena Rodrigues				
	António Sacavém	Group Management	21-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Maria Júlia Nunes				
Ana Rocha	Business Language and Presentation	24-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test	
MEQ	Ricardo Abreu	Research Methods	16-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Marta Sampayo				
	Ricardo Abreu	Predictive Models and Methods	14-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Rui Bráz				
ECG	Nuno Farinha	Management Fundamentals	15-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ricardo Raimundo				
	Carlos Búrcio	International Business and Economics	15-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Filipa Fernandes				
Miguel Rodrigues	Financial Management	13-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test	

## 2.2.2 2nd Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
Mkt	Ana Pestana	Marketing Lab and Consumption A	20-jul	Report submission, according to the PUC guidelines	Submission on BlackBoard
	Helena Rodrigues				
	Ana Pestana	Marketing	21-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Luís Valentim				
	Carlos Búrcio	Price Management	23-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Henrique Ribeiro				
	Pedro Afra	Marketing Lab and Consumption B	17-jul	Report submission, according to the PUC guidelines	Submission on BlackBoard
	Henrique Ribeiro				
	João Barbosa	Advertising	24-jul	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Patrícia Oliveira				
Luísa Martinez	Purchasing and Selling Behaviour	22-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test	
CSH	Marta Sampayo	Organizational Behaviour	16-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	António Sacavém				
	Natália Pacheco	Consumer Behaviour	22-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Rocha	Personnel Management	24-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Rui Brás	Descriptive Statistics	14-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Pedro Mello	IT Systems	14-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
ECG	Miguel Rodrigues	Accounting Management	13-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Nuno Farinha	Business Economics	13-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ricardo Raimundo				

### 3. Undergraduate degree in Marketing

#### 3.1. Final Assessment – Appeal Season (2nd Semester courses)

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
MKT	Filipa Fernandes	Distribution and Retail	10-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Paulo Nascimento	Price and Cost Management	08-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Ferreira				
	João Barbosa	Service Management	06-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Carlos Sá	Marketing Strategy	29-jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Freire	New Marketing and Communication Tools	29-jun	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	João Freire	Marketing Research	03-jul	Test with consultation on the BlackBoard, following PUC guidelines and Resolution with Exercises with the use of SPSS	Synchronous, with monitored calls throughout the test
CSH	William Cantú	Consumer Behaviour	10-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Catarina Carnaz	Global Teams Management	01-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	António Rosinha	Data Analysis	08-jul	Test with consultation on the BlackBoard, following PUC guidelines and Resolution with Exercises with the use of SPSS	Synchronous, with monitored calls throughout the test
ECG	Filipa Fernandes	Business Development for Alternative Futures	06-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Filipe Carrera	Digital Business Strategy	01-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Diogo Silva				

### 3.2. Final Assessment – Special Season

#### 3.2.1. 1st Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
MKT	João Freire	Integrated Marketing Communication	15-jul	Test with consultation on the Black-Board, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	João Paulo Nascimento	Client Management	21-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Filipa Fernandes	Product Management	24-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Freire	Marketing Principles	23-jul	Test with consultation on the Black-Board, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
CSH	Catarina Carnaz	Interpersonnal Skills	21-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	William Cantu	Cross-Cultural Studies	16-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Helena Rodrigues	Research Methods	14-jul	Report submission, according to the PUC guidelines	Submission on BlackBoard
	João Barbosa	Trends and Future Thinking	14-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
MEQ	António Rosinha	Statistics	13-jul	Teste com consulta no BlackBoard, com recurso ao software SPSS, sendo os outputs enviados por e-mail para o docente	Synchronous, with monitored calls throughout the test
ECG	Filipa Fernandes	Global Economics	17-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Miguel Rodrigues	Financial Management	16-jul	Test with consultation on the Black-Board, following PUC guidelines	Synchronous, with monitored calls throughout the test



## 3.2.2. 2nd Semester 2019/2020 courses

Scientific-Technical Area	Lecturer	Course	Date	Typology	Methodology
MKT	Filipa Fernandes	Distribution and Retail	17-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Paulo Nascimento	Price and Cost Management	13-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Ferreira				
	João Barbosa	Service Management	20-jul	Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	Carlos Sá	Marketing Strategy	20-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Freire	New Marketing and Communication Tools	23-jul	Test with consultation on the BlackBoard, following PUC guidelines e Case Study resolution with allowed consultation	Synchronous, with monitored calls throughout the test
	João Freire	Marketing Research	15-jul	Test with consultation on the BlackBoard, following PUC guidelines e Resolução com Exercícios com recurso a SPSS	Synchronous, with monitored calls throughout the test
CSH	William Cantú	Consumer Behaviour	22-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Catarina Carnaz	Global Teams Management	21-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	António Rosinha	Data Analysis	13-jul	Teste com consulta no BlackBoard, com recurso ao software SPSS, sendo os outputs enviados por e-mail para o docente	Synchronous, with monitored calls throughout the test
ECG	Filipa Fernandes	Business Development for Alternative Futures	24-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Filipe Carrera	Digital Business Strategy	22-jul	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Diogo Silva				

This information is valid from the date of its signature and will be published on the institution's website and virtual campus.

Lisbon, June 08th 2020



Pedro Mendes, PhD

[IPAM Lisboa's Director]