

MARKETING MANAGEMENT

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Admission exams: History (11) or Portuguese (18) or Mathematics Applied to Social Sciences (17)

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This Bachelor's degree course aims to provide sound specialised basic training to provide extensive preparation in management. It delves into content in several decision areas and fields of marketing management, organisations' strategic intelligence, and management of change, innovation, technologies and information systems. The course trains professionals who are able to define and perform their functions skilfully in the different fields of marketing management: strategy, operations, technology and sector.

Thanks to sound training in the strategic and operational fields of marketing, Marketing Management graduates will certainly be recognised for their professional profile and appropriate attitude to maximise the efficiency of projects and business resources.

Professional opportunities

The skills acquired encourage students to develop an entrepreneurial spirit, which allows them to work in different areas of intervention, in particular as: marketing managers; market analysts; product (service) market managers; client managers; brand managers; logistics and distribution managers; communications specialists; commercial managers.

What makes this course different?

ISMAI is and has been involved in several national and international projects that include important marketing and management features. One such project is the European Marketing & Innovation Centers (EMIC) project, which was coordinated by ISMAI and aimed to encourage enhanced relations between marketing and innovation in higher education and research and business management. With the involvement of students and teachers, the EMIC project integrated ISMAI into European innovation and marketing networks, which also enhances the mobility opportunities available to ISMAI students through the ERASMUS programme.

Academic staff are members of research units classified as "Very Good" (Interdisciplinary Centre of Social Studies - CICS.NOVA and the Centre for Transdisciplinary Development Studies - CETRAD) and "Good" (Research Centre in Business Sciences - NECE) in the Foundation for Science and Technology's international evaluation.

Internationalisation

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

YEAR 1

SEMESTER 1 • 30 ECTS

- 4 English I
- 6 Fundamentals of Marketing Management
- 5 Business Organisation and Management I
- 5 Information and Communication Technologies
- 5 Economics I
- 5 General Accounting

SEMESTER 2 • 30 ECTS

- 5 Qualitative Data Management
 - 5 Information Systems for Business
 - 5 Economics II
 - 4 English II
 - 5 Business Organisation and Management II
 - 6 Market Orientation
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YEAR 2

SEMESTER 1 • 30 ECTS

- 5 Services Marketing
- 5 Descriptive Data Analysis
- 5 Commercial Law
- 5 Consumer Behaviour
- 5 Relationship Marketing
- 5 Financial Management

SEMESTER 2 • 30 ECTS

- 5 Multivariate Data Analysis
 - 5 Brand Management
 - 5 Web Marketing and e-Commerce
 - 5 Marketing Communications I
 - 5 Market Studies
 - 5 Human Resource Management
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YEAR 3

SEMESTER 1 • 30 ECTS

- 5 International Marketing
- 5 Strategic Direction
- 5 Pricing Decisions
- 5 Logistics and Distribution
- 5 Marketing Planning and Financial Control
- 5 Work Placement or Project

SEMESTER 2 • 30 ECTS

- 5 Entrepreneurship and Innovation
- 5 Business-to-Business (B2B) Marketing
- 5 Sales Management and Techniques
- 5 Marketing Communications II
- 5 Database Marketing
- 5 Work Placement or Project