



GENERAL INFORMATION			
DURATION	LANGUAGES	ECTS	SCHEDULE
3 SEMESTERS	ENGLISH	96	DAYTIME

1st Year

CURRICULAR COURSES

1st Year - 1st Semester

		CREDITS	Contact hours
> Consumer Behavior and Marketing Research	Mandatory Courses	6.0	24
> Strategic Marketing	Mandatory Courses	6.0	24
> Distribution Channels, Sales and E-commerce	Mandatory Courses	6.0	24
> Branding	Mandatory Courses	6.0	24
> Quantitative Methods for Marketing	Mandatory Courses	6.0	30
Total		30.0*	

1st Year - 2nd Semester

		CREDITS	Contact hours
> Innovation in Marketing: Creativity, New Products and Design	Mandatory Courses	6.0	24
> Digital and Offline Marketing Communications	Mandatory Courses	6.0	24
> Marketing Trends, Artificial Intelligence and Analytics	Mandatory Courses	6.0	24
> Relationship Marketing	Mandatory Courses	6.0	24
> Research Seminar in Marketing	Mandatory Courses	6.0	15
Total		30.0*	

2nd Year

CURRICULAR COURSES

2nd Year – 1st Semester		CREDITS	Contact hours
> Elective(s)	Free Elective(s)	6.0	30
<div>Highly Recommend Electives:</div> <div>> 01656 Brand Expression and Identity</div> <div>> 03495 Marketing Strategy Analytics</div> <div>Not advisable for students of the Master's in Marketing programme:</div> <div>> 03254 Digital Marketing</div> <div>> 01924 Business and Brand Strategy</div>			
> Master Dissertation or Master Project in MARKETING	Mandatory Courses	30.0	
	Total	36.0*	
*96.0 Credits for Approval = 60.0 mandatory courses credits + 6.0 optional course credits (free elective(s)) + 30.0 Master Dissertation/Project in Marketing		Total	96.0

Consolidation Topics

02332 | Fundamentals of Applied Statistics

Since not all degree candidates have the same academic and professional backgrounds, Iscte Business School offers an introductory term called Consolidation Topics. The admissions committee may recommend this introductory term after appraising the applicant's CV. This special preparation will enable students to adapt more easily to the complex issues discussed in their required courses.