

BSc in MARKETING MANAGEMENT

Study Plan



GENERAL INFORMATION			
DURATION	LANGUAGES	ECTS	SCHEDULE
3 YEARS	PORTUGUESE	180	DAYTIME

1st Year

CURRICULAR COURSES

1st Year – 1st Semester	CREDITS	
> Differential and Integral Calculus	Mandatory Course	6.0
> Financial Accounting	Mandatory Course	6.0
> Fundamentals of Sustainable Management	Mandatory Course	6.0
> Marketing Fundamentals (1st cycle)	Mandatory Course	6.0
> Microeconomics	Mandatory Course	6.0
Total		30.0*

1st Year – 2nd Semester	CREDITS	
> Complements on Differential Calculus	Mandatory Course	6.0
> Management Accounting	Mandatory Course	6.0
> Fundamentals of Finance	Mandatory Course	6.0
> Programming for Management	Mandatory Course	6.0
> Free Electives: Select one from each group, for a total of 3 (Three): Group 1: > 00665 Writing Scientific and Technical Texts > 04540 Academic Work with Artificial Intelligence Group 2: > 04538 Public Speaking with Drama Techniques > 04707 Communication Techniques > 00667 Advanced Excel	Elective Course	6.0

> 04703 | Competencies for the Labor Market

Group 3:

> 00677 | Critical Thinking

> 04539 | Introduction to Design Thinking

Total 30.0*

2nd Year

CURRICULAR COURSES

2 nd Year – 1 st Semester	CREDITS	
> Data Analysis in Marketing	Mandatory Course	6.0
> Experience and Consumer Behaviour	Mandatory Course	6.0
> Digital Marketing and E-Business	Mandatory Course	6.0
> Operational Marketing	Mandatory Course	6.0
> Sales Negotiation	Mandatory Course	6.0
Total		30.0*

2 nd Year – 2 nd Semester	CREDITS	
> Marketing Workshops	Mandatory Course	6.0
> Strategic Management (1st cycle)	Mandatory Course	6.0
> Market Research	Mandatory Course	6.0
> Forecasting Methods in Marketing	Mandatory Course	6.0
> Retail Marketing	Mandatory Course	6.0
Total		30.0*

3rd Year

CURRICULAR COURSES

3 rd Year – 1 st Semester		CREDITS
> Integrated Marketing Communication	Mandatory Course	3.0
> Operations Management & Logistics	Mandatory Course	3.0
> Sales Management	Mandatory Course	6.0
> Marketing Intelligence	Mandatory Course	6.0
> Free Elective**	Elective Course(s)	6.0
Total		30.0*

** Optional courses will only be held if they achieve a minimum number of enrolments.

3 rd Year – 2 nd Semester		CREDITS
> Company Law	Mandatory Course	6.0
> Human Resources Management	Mandatory Course	6.0
> International Marketing	Mandatory Course	6.0
> Final Project in Marketing	Mandatory Course	12.0
Total		30.0*

*180.0 Credits for Approval = 156.0 mandatory courses credits + 12.0 optional course credits + 12.0 Final Project in Marketing	Total	180.0
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