

MSc

MARKETING



CATÓLICA PORTO
BUSINESS SCHOOL



Marketing students will be given a real-world environment, marked by different nationalities working together, which is likely to be the new reality in the very near future.

www.catolicabs.porto.ucp.pt

MSc MARKETING

The main objective of **MSc in Marketing** is to guarantee the link between the theories and models taught and the reality of the problems in today's marketing activities. Thus, we tend to use empirical teaching approach as much as possible, along with case studies. We have developed a pragmatic approach, which motivates students to produce useful research.

Our MSc programme also attempts to strengthen the relationship between the university and companies. Thus, we have some teachers that are active in companies, and other national or International organizations.

Our approach to the training of highly qualified professionals is at the heart of the value added to our programme and the reason why we ensure a high employability rate and successful career for our future graduates.

The MSc in Marketing will be conducted entirely in English.

COURSES

PERIOD 1

SEP-JAN

Market Research

Consumer Behaviour

Marketing

Brand Management

Strategy and Organization

Advertising

Research Seminars

PERIOD 2

FEB-JUN

Marketing Communications

Services Marketing

International Marketing

Marketing Engineering

E-Marketing

Sales Management

New Marketing Trends

Research Seminars

PERIOD 3

JUL-JAN

Master Final Work

CAREER IMPACT

The objective of our programme is to develop a comprehensive and solid knowledge in the field of Marketing.

Our graduates should be highly competent, further enhancing the excellent image in the market already created by Católica University in Porto. The skills attained during the course will either contribute to the development of a professional career in a company or to an academic career in any of the Marketing fields of study.

APPLICATIONS

Applications may be submitted all over the year. The Programme Administrators meet three times a year to review applications: March, July and September.

For more information:
www.catolicabs.porto.ucp.pt
dircatolicabs@porto.ucp.pt
+351 226 196 269

Católica Porto Business School
Católica Porto
Rua Diogo Botelho, 1327
4169-005 Porto, Portugal