



Daytime  
Programme



Evening  
Programme



Offered  
entirely in  
English

MSc

# Marketing

A real-world environment, a new reality.  
Marketing students from all over the world.  
Different nationalities working together.  
Welcome to a very near future.

# MSc Marketing

The main objective of the 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 an 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 who are active in companies, and other national or international organisations.

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

- | Advanced Topics in Marketing
- | Brand Management
- | Market Research
- | Strategy & Organisation
- | Advertising
- | Consumer Behaviour
- | Research Seminars I

### PERIOD 2 Feb - Jun

- | International Marketing
- | Marketing Communications
- | Marketing Engineering
- | Pricing
- | Services Marketing
- | Elective I
- | Elective II
- | Research Seminars II

### ELECTIVES

- | Digital Business Models
- | Digital Marketing
- | E-Content Marketing
- | Sales Management

### PERIOD 3 Jul - Jan

- | Masters Final Assignment

## Career impact

The objective of our programme is to develop a comprehensive and solid knowledge in the field of Marketing. Our graduates will be highly competent, further enhancing the excellent image in the market already created by Católica Porto Business School. 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 take place throughout the year with three assessment periods: March, July and September.