

MASTER DEGREE IN MARKETING

Registered in DGES (Portugal) with the number: R/217/2007

Coordinator: Professor Dr. Patrícia Oom do Valle <pvalle@ualg.pt>

The Master in Marketing is a two-years degree with 120 ECTS. The curriculum includes an organized set of curricular units corresponding to 60 ECTS plus a dissertation corresponding to 60 ECTS.

Objectives

The MSc in Marketing is a second cycle program in accordance to principles of the Bologna Process. It is designed to complement basic skills of marketing professionals with relevant experience in the labor market but also to provide training to a professional qualification to graduates with particular interest in this area of knowledge. Simultaneously, it is expected that the master promotes the creation and dissemination of scientific research with national and international projection in this important area of knowledge.

Organization

After enrolling in the program, students are required to attend a one-year taught, which correspond to 60 ECTS. There are six compulsory courses which provide the grounding that students require to fully understand the key theoretical concepts in marketing. There are also three electives, from a set of six possible courses, which allow students to specialize in areas they are interested in. Lectures run from 6:30pm to 10pm on Fridays and 9:30 am to 1pm on Saturdays. From time to time, there are also research seminars, which take place on Saturdays from 2pm to 3:30 pm. Lectures are in Portuguese; nevertheless all subjects use English-written books and papers as their main references. After the first year, students are required to write and present an original dissertation, which should be completed within one year and accounts for a total of 60 ECTS.

Most of the faculty members of The Faculty of Economics – University of the Algarve involved in the Marketing Msc hold a Ph.D. in a relevant area of the course and are members of the Research Center for Spatial and Organizational Dynamics (CIEO). In addition, professors from the School of Hospitality and Management of University of Algarve (ESGHT) and from other prestigious Portuguese institutions also lecture in the MSc in Marketing.

Plan of studies

1st Period

Course	ECTS	FIELD
Consumer Behaviour	5	Marketing
Marketing Research	5	Quantitative Methods
Strategy and Corporate Policy	5	General Management

2nd Period

Course	ECTS	FIELD
Corporate Finance	10	Finance
Marketing Communication	7.5	Marketing
Brand Management and Distribution Channels	5	General Management

3rd Period

Course	ECTS	FIELD
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Marketing of Tourism Services	7.5	Marketing
Marketing of Tourim Destinations	7.5	Marketing
E-Tourism	7.5	Marketing
Methods of Marketing Research	7.5	Marketing
Tecniques of Marketing Research	7.5	Marketing
Media Research	7.5	Marketing

Note: Of the six courses, the three that best match the students' preferences will be offered.

4th, 5th and 6th Periods

Course	ECTS	FIELD
Dissertation	60	Marketing

Career Opportunities

- Marketing management;
- Consulting and advisory in business management and marketing;
- Teaching and research in marketing.

Access conditions

The candidate to the Master degree in Marketing must fulfil at least one of the following criteria:

- a) Hold a graduate degree from a Portuguese University;
- b) Hold a graduate degree from a European University adherent to the Bologna principles;
- c) Hold a foreign degree recognized as a suitable graduate degree by the Scientific Council of the Faculty of Economics of the Universidade do Algarve;
- d) Have relevant professional or scientific curriculum vitae, recognized by the Scientific Council of the Faculty of Economics of the Universidade do Algarve as able to successfully conclude the objectives of this Master course.

Additional Information

Professor Dr. Patrícia Oom do Valle
 <pvalle@ualg.pt>
www.fe.ualg.pt/sitefeualg2/main.php?id_geral=9
 Universidade do Algarve
 Faculty of Economics
 Research Centre on Spatial and Organizational Dynamics
 Campus de Gambelas – 8005-139 Faro
<http://www.cieo.ualg.pt>