UNIVERSIDADE D COIMBRA

ADMINISTRATION

NOTICE OF OPENING N.º 245/SGA/DOFAE

Faculty of Economics

Academic Year 2026/2027

2nd Cycle Course

2nd cycle
Master's in Marketing

1. Number of places:
1st call: 15 places
2nd call: 15 places + remaining places
3rd call: 10 places + remaining places

2. Minimum number of students for course opening: 8

3. Application deadlines:
1st call: 2nd to 31st March 2026
2nd call: 1st April to 30th June 2026
3rd call: 1st July to 11th September 2026

4. Admission requirements:
1. Applicants to the cycle of studies leading to this Master's degree must be:
a) Holders of a bachelor's degree or legal equivalent;
b) Holders of a foreign higher academic degree awarded following a 1st cycle of studies organized according to the principles of the Bologna Process by a State compliant with this Process;
c) Holders of a higher academic degree obtained abroad that is recognized as meeting the objectives of the degree of bachelor in one of the areas mentioned under the previous points the competent Scientific Committee;
d) Holders of a school, scientific or professional curriculum recognized as attesting the capacity to pursue this cycle of studies by the Scientific Committee of the Organizational Unit.
2. The recognition referred to in sub-paragraphs b) to d) of paragraph 1 merely provides access to

the study cycle leading to the degree of master and does not confer on its holder the equivalence to the degree of bachelor or the recognition of that degree.
Note: Priority will be given to applicants under the Protocol with IPM, as well as former students of the PG MBA in Marketing and IN Digital Marketing, with the course completed.

5. Selection criteria:
2nd Cycle Course
1. Academic Curriculum: Bachelor's Degree (Licenciatura), Assessment on a 0-20 scale, which corresponds to the final grade of the Bachelor's degree course and its relevance to the field of marketing, [3/12 Weighting];
2. Academic Curriculum: Other Academic Qualifications, Assessment on a 10-20 scale concerning other qualifications obtained, taking into consideration their professional or scientific nature, the corresponding academic degree, duration, and relevance to the field of marketing, [3/12 Weighting];
3. Professional Curriculum: Merit Assessment, Assessment on a 10-20 scale concerning the professional experience, taking into consideration the duration and relevance of the job functions to the field of marketing, [3/12 Weighting];
4. Motivation and Availability, Assessment on a 0-20 scale, taking into consideration the conditions to start immediately and to successfully complete a Master's Degree Course that is predominantly taught in Portuguese, [3/12 Weighting].

2nd Cycle - Application based on Subparagraph d)
- Academic curriculum: attendance of a higher education cycle of studies, minimum of 2 years; - Scientific curriculum: publications in indexed scientific journals or participation in research projects related to the marketing field, minimum of 2 years; - Professional curriculum: performance of relevant positions in the marketing fields, minimum of 3 years, [12/12 Weighting].

NOTE: Assessed applications that have a grade lower than 9.5 in one of the evaluation criteria will automatically become non-approved.

6. Required documentation:
Only applicable to: 2nd Cycle Course
- Certificate from other post-graduate courses completed, if any, including time and program;
- Certificate of Bachelor's degree with final course classification (diploma). A certificate proving approval in the curricular units carried out must be included, with respective classifications (school transcript). (MANDATORY, except if the primary course is a course taught at the University of Coimbra)
- Curriculum Vitae; (MANDATORY)

- Identification document (MANDATORY only for foreign applicants)
- Motivation Letter; (MANDATORY)
- Official declaration of course outlines and hourly course loads with classification of each course unit of courses previously taken (transcript), in case of equivalence credits request (MANDATORY, except in degrees awarded by the University of Coimbra under the Bologna Process – after 2007/2008)
- Official document certifying qualifications, issued by the institution awarding the degree, indicating the weighted average and the grading scale. (MANDATORY only for holders of a degree obtained abroad that does not contain the average)

Only applicable to: 2nd Cycle - Application based on Subparagraph d)
- Detailed curriculum vitae concerning the components: academic, scientific and professional; (MANDATORY)
- Motivation Letter; (MANDATORY)
- Identification document (MANDATORY only for foreign applicants)

NOTE: If the documents mentioned above are written in a foreign language other than Spanish, French, and English, it is mandatory to present a translation to Portuguese undertaken by a translator recognised by the Portuguese diplomatic representation.
The submission of the authenticated original documents is mandatory to the applicants admitted who enrol and register and must be done as soon as possible in order to complete their personal file. Further information at: https://www.uc.pt/en/academic-services/submit-docs/.

7. Tuition fee:
- National Student or equivalent: 2,725 EUR (annual fee);
- International student: 7,000 EUR (annual fee).

8. Part-time registration: Allowed.

9. Assessment committee:
- Arnaldo Fernandes Matos Coelho;
- Cristela Maia Bairrada;
- Paulo Miguel Marques Gama Gonçalves.

10. Other information:
- Application is subject to the payment of a 50.00 € fee, which is non-refundable, even in case of invalidation of application and of non-placement.

- Applications are submitted online at: https://inforestudante.uc.pt/nonio/security/candidaturas.do.
- Applicants who do not have the documents attesting the required qualifications or other documents until the end of the deadline for applications may apply conditionally. If they do not submit the required documents until the new deadline provided, their application will become "Not Admitted". Then, they can move their application onto the following call for applications without any additional charges.
- In applications definitively considered valid, and after the evaluation period has started, it is not possible to add or replace the documents presented. To add new documentation, a new application must be submitted in the next phase, if any.
- After the last phase of applications, and if there are still places available, applicants may submit their application by means of a request, beyond the deadline, which will be duly appraised by the coordination of the Course /Organisational Unit.
- Further information about academic issues, including the academic calendar, is available at: https://www.uc.pt/en/academic-services/
- Contacts: E-mail: https://apps.uc.pt/forms/view/sga/en
Telephone:(00351) 239 247 195
In person assistance: at the Student Hub of the University of Coimbra. Schedules for assistance may be consulted at: https://www.uc.pt/en/academic-services/location-contacts/in-person/

University of Coimbra, on 25th February 2026.

Head of Division,