

NOTICE OF OPENING N.º 157/SGA/DOFAE

Faculty of Economics

Academic Year 2026/2027

Postgraduate Course /Course not awarding degree

Non Degree Course

Specialization Course – Executive Master in Digital Marketing

1. Number of places:

1st call: 15 places

2nd call: 8 places

3rd call: 2+ remaining places

2. Minimum number of students for course opening: Not applicable

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:

Applicants for admission to the Executive Master em Marketing Digital, must be:

- a) Holders of Bachelor's degree or legal equivalent;
- b) In duly justified cases, holders of scientific or professional curricula whose merit is recognized by the coordination of the course as attesting ability to carry out the course.

5. Selection criteria:

1. Academic Curriculum: Bachelor's Degree [Weighting 3/12]

Evaluation on a scale from 0 to 20 corresponding to the final grade of the bachelor's degree and its relevance to the field of marketing.

2. Curriculum Academic: Further academic training [Weighting 2/12]

Evaluation from 10 to 20 of other qualifications obtained, taking into account their professional or scientific nature, the corresponding academic degree, duration, and relevance to the field of marketing.

3. Professional Curriculum: Merit Assessment [Weighting 3/12]

Evaluation from 10 to 20 of professional experience, considering the duration and the relevance of the duties performed to the field of marketing

4. Motivation and Availability [Weighting 3/12]

Evaluation on a scale from 0 to 20, considering the conditions to immediately begin and successfully complete a master's degree program predominantly taught in the Portuguese language.

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:

- 1- Motivation Letter [MANDATORY];
- 2- 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];
- 3- 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];
- 4- Certificate of other post-graduate courses completed, if any, including workload and programmes;
- 5- Curriculum Vitae [MANDATORY];
- 6- 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:

- 2,950 € (annual fee)

8. Part-time registration: Not 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. Schedules at:<https://www.uc.pt/en/academic-services/location-contacts/>

University of Coimbra, on 22nd January 2026.

Head of Division,