



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

## **NOTICE OF OPENING N.º 238/GA/GAI**

**Faculty of Economics**

**Academic Year 2019/2020**

**Postgraduate Course /Course not awarding degree**

**Postgraduation**

**Marketing MBA - Program for Advanced Studies in Marketing**

### **1. Number of places:**

1st call: 4 places

2nd call: 4 places

3rd call: 2 + remaining places

### **2. Minimum number of students for course opening: 8**

### **3. Application deadlines:**

1st call: 4th February to 29th March 2019

2nd call: 1st April to 15th July 2019

3rd call: 19th August to 6th September 2019

### **4. Admission requirements:**

Applicants for admission to the Marketing MBA - Program for Advanced Studies in Marketing 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:**

- 1.1 Academic Curriculum: Bachelor's Degree (Weighting 3/12):  
(Final classification of course)

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- 1.2 Curriculum Academic: Further academic training (Weighting 2/12):

- 18 points - PhD or Masters
- 16 points - long term postgraduate studies
- 14 points - other courses
- 10 points - no other training

- 2.1 Professional Curriculum: Merit Assessment (Weighting 3/12):

- 16 points - more than 10 years professional experience
- 14 points - between 6 and 10 years professional experience
- 12 points - between 3 and 6 years professional experience
- 10 points - at least 1 year professional experience
- 2 points - bonus for adequacy of functions

- 3.1 Interview: Applicant's Profile (Weighting 2/12):

- 18 points - profile level 3
- 15 points - profile level 2
- 12 points - profile level 1

- 4.1 Motivation and Availability (Weighting 2/12):

- 18 points - level 3
- 15 points - level 2
- 12 points - level 1

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, explaining the reasons that lead the applicant to apply, if relevant according to the criteria established by the organic unit of the desired course (MANDATORY);

2 - Workload and programmes of curricular units if credits are to be requested (MANDATORY, unless the course of origin is taught at the University of Coimbra under the Bologna Process - after 2007/2008);

3 - Certificate of Bachelor's degree with final course classification (diploma). If credits are to be requested, a certificate indicating all curricular units completed and classification obtained on each of the curricular units is required (MANDATORY, except if the primary course is a course taught at the University of Coimbra);

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4 - Certificate of other post-graduate courses completed, if any, including workload and programmes;

5 - Curriculum Vitae, Europass format (<http://europass.cedefop.europa.eu/>); (MANDATORY);

6 - Copy of Identification Document (MANDATORY only for foreign applicants).

NOTE: Admitted candidates who register and enroll in the course are required to present the original documents until the 31st of December in order to complete their individual student file.

The documents mentioned above must be certified by the local Portuguese consulate and / or legalized by the Apostille system under the Convention on Abolishing the Requirement of Legalization for Foreign Public Documents (better known as the Hague Convention), signed at The Hague, October 5, 1961, with the exception of documents issued by European Union Member-States. However, in case of doubt about the documentation presented, the aforementioned certification or submission of additional documentation may be requested to any applicant.

If the above-mentioned documents are in a foreign language other than Spanish, French or English, a translation must be presented. Translations must be duly certified by the competent authorities.

**7. Tuition fee:**

- 2,750 € (annual fee)

**8. Part-time registration:** Not allowed.

**9. Assessment committee:**

- Arnaldo Fernandes Matos Coelho.

**10. Other information:**

- Application is subject to the payment of a fee in the amount of 50.00 €, non-refundable, including in cases of invalidation of application, non-placement or when the study cycle does not open due to the lack of the minimum number of enrollees.

- Applications are submitted online at: <https://inforestudante.uc.pt/nonio/security/candidaturas.do>;

- More information at <https://www.uc.pt/academicos>;

- Contacts: e-mail: <http://www.uc.pt/academicos/e-mail>; phone (00351) 239 24 71 95; in person at the support centres of the Academic Management Service, in the hours available at <http://www.uc.pt/en/academicos/contactos/atendimento>.

University of Coimbra, on 4th February 2019.

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The Vice-Rector,

Madalena Alarcão

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