



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

## **NOTICE OF OPENING N.º 344\_A/GA/GAI**

**Faculty of Economics**

**Academic Year 2020/2021**

**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: 10th February to 31st March 2020

2nd call: 1st April to 15th July 2020

3rd call: 17th August to 15th September 2020

### **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.

Im0332\_09



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

**5. Selection criteria:**

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

- Certificate of Bachelor Degree with final grade average (diploma) (MANDATORY, unless the course of origin is taught at the University of Coimbra));
- Certificate of other post-graduate courses completed, if any, including workload and programmes;
- Copy of identification document (MANDATORY only for foreign applicants);
- Curriculum Vitae; (MANDATORY);
- 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);.

**NOTE:** If the documents mentioned above are written in a foreign language other than Spanish,

Im0332\_09



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

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 until the 31st of December of the year of entry in order to complete their personal file. Further information at: <https://www.uc.pt/en/academicos/percurso/PIAs>.

**7. Tuition fee:**

- 2,750 € (annual fee)

**8. Part-time registration:** Does not admit.

**9. Assessment committee:**

- Arnaldo Fernandes Matos Coelho.

**10. Other information:**

- Application is subject to the payment of a 50EUR fee, which is non-refundable, even in case of invalidation of application and of 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>;

- 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, they can move their application into the following call without any additional charges. If they choose not to move their application within the mentioned deadline, their application will become “Not Admitted” in the final ranking list.

- After the last phase of applications, and if there are still places available, applicants may submit their application by means of a request 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/academicos>.

- Contacts: E-mail: <http://www.uc.pt/academicos/e-mail>; Telephone: (00351) 239 247 195; In person assistance: at one of the academic centres of the Academic Management Services of the University of Coimbra. Schedules for assistance may be consulted at:

<https://www.uc.pt/en/academicos/contactos>

Im0332\_09



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

University of Coimbra, on 29th May 2020.

The Vice-Rector,

Cristina Albuquerque

Im0332\_09