



UNIVERSIDADE DE COIMBRA

ADMINISTRATION

## **NOTICE OF OPENING N.º 73/GA/GAI**

**Faculty of Economics**  
**Academic Year 2021/2022**  
**2nd Cycle Course**

**2nd cycle**  
**Master's in Marketing**

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

Global: 40 places #

1st call: 15 places (external applicants)

2nd Call: 15 places (external applicants)

3rd Call: 05 places + remaining places (external applicants)

05 places\* (internal applicants)

\* Candidates who have a Postgraduate MBA in Marketing at FEUC. If these vacancies are not filled, they revert to the general contingent.

# Of which 6 are for candidates from the Polytechnic Institute of Macau. If they are not used, they must revert back to the general contingent, in the same application phase.

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

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

1st call: 1st to 30th April 2021

2nd call: 1st June to 16th July 2021

3rd call: 1st to 10th September 2021

### **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;

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- 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:** In the case of internal MBA Marketing applicants, they must have completed the Course.

**5. Selection criteria:**

- 1.1 - Academic curriculum: Bachelor's Degree, (3/12 Weighting);
  - Course completion note;
- 1.2 - Academic curriculum: Further academic training, (3/12 Weighting);
  - 18 points - doctorate or master's degree;
  - 16 points - long-term post-graduate degree;
  - 14 points - other courses;
  - 10 points - no further training;
- 2.1 - Professional curriculum: Merit assessment, (3/12 Weighting).
  - 16 points - more than 10 years of professional experience;
  - 14 points - between 6 and 10 years of professional experience;
  - 12 points - between 3 and 6 years of professional experience;
  - 10 points - at least 1 year of professional experience;
  - 2 points - prize for suitability of functions;
- 3.1 - Motivation and personal availability, (3/12 Weighting);
  - 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

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automatically become non-approved.

## **6. Required documentation:**

- Certificate from other post-graduate courses completed, if any, including time and program;
- Certificate of Bachelor Degree with final grade average (diploma). If the certificate does not indicate the average of completion, a certificate proving approval in the curricular units carried out must be included, with respective classifications (school transcript) (MANDATORY, unless the course of origin is 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, issued by the Institution awarding the degree, indicating the weighted average (MANDATORY only for foreign applicants that present a diploma that does not specify weighted average).

**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 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:**

- Portuguese students 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;
- Paulo Miguel Marques Gama Gonçalves.

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### **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.
- Registration and enrollment of International Students is only confirmed after a single payment corresponding to 30% of the total tuition fee (payment of 3 months of tuition), plus the application fee.
- 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.
- 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/academicos>.
- Contacts: E-mail: <https://apps.uc.pt/forms/view/sga/en>; 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>.

University of Coimbra, on 10th March 2021.

The Vice-Rector,

Cristina Albuquerque

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