

**NOTICE OF OPENING N.º 342/SGA/DOFAE**

**Faculty of Economics**

**Academic Year 2024/2025**

**Postgraduate Course /Course not awarding degree**

**Non Degree Course**

**Specialization Course – Executive Master in Digital Marketing**

**1. Number of places:**

1st call: 10 places

2nd call: 8 + remaining places

3rd call: 1+ remaining places

Supplemental application call: 1 + remaining places

**2. Minimum number of students for course opening: 12**

**3. Application deadlines:**

1st call: 1st March to 1st April 2024

2nd call: 2nd April to 31st May 2024

3rd call: 1st June to 15th July 2024

Supplemental application call: 15th July to 9th September 2024

**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):  
(Final classification of course)

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

- 18 points - PhD
- 16 points - Masters
- 14 points - postgraduate studies equivalent to the academic part of a master's degree
- 12 points - short term postgraduate studies
- 10 points - without professional training after graduation
- 02 points - bonus for adequacy of training

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

- 18 points - more than 10 years of professional experience
- 16 points - 10 or less years of professional experience
- 14 points - 5 or less years of professional experience
- 12 points - 2 or less years of professional experience
- 10 points - without professional training
- 02 points - bonus for adequacy of functions

4 Motivation and Availability (Weighting 3/12):

- 20 points - level 6
- 18 points - level 5
- 16 points - level 4
- 14 points - level 3
- 12 points - level 2
- 10 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; (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/academicos/inscricoes/PIAs>.

**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/academicos>.

ADMINISTRATION

- 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/academicos/contactos/presencial>.

University of Coimbra, on 4th March 2024.

Head of Division,