



Master's degree in Marketing

Nowadays, no company or organization can live without a diversified marketing strategy. Digital or relational marketing, direct or indirect, *outbound* or *inbound*, viral or guerrilla, are all relevant.

And now you have a good way to get to know them in depth: ISEG's Master in Marketing (MMKT).

The MMKT provides the critical knowledge to help companies meet these new challenges through a comprehensive, integrated and rigorous curriculum that combines the fundamentals of marketing with the latest developments in marketing theory and practice. It is an internationally recognized master's

Duration

4 semesters

Time

**1st year daytime
After work in the
2nd year**

Language

Portuguese

Initial Vacancies



ranking



EDUNIVERSAL BEST
MASTERS RANKING 2021

30th place in Eduniversal's Top 200 Best Masters Global Ranking 2022, in the Marketing category

Accreditation

A3ES

Agência de Avaliação
e Acreditação
do Ensino Superior

Helena
Gonçalves
Sandra Oliveira

Need some help?
Please send us an email to
masters@iseg.ulisboa.pt

/ reasons to choose the Master in Marketing

01

The Master in Marketing trains highly technically competent staff in the field of marketing and with solid knowledge in various areas of specialization.

03

It is a master's degree of a professional nature, with a view to ensuring that students who complete this course enhance their employability and future career prospects.

05

The faculty is experienced and has a close link between the academic side and the business reality.

07

Integration into the network of graduates of the Masters in Marketing and ISEG, which will be an asset throughout your professional career.

02

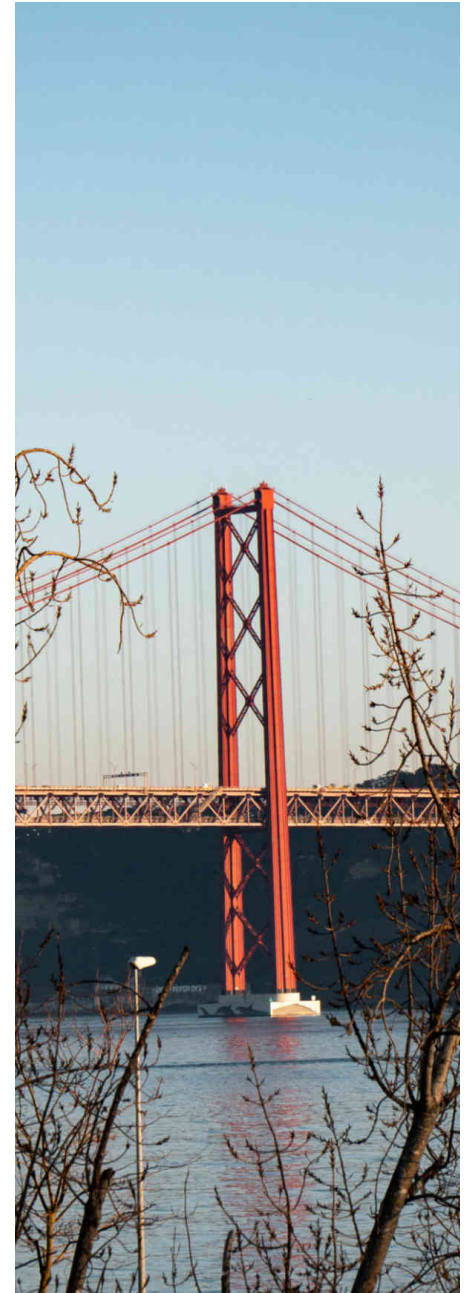
This course provides a first approach to scientific research in the field of marketing.

04

It develops students' abilities to understand, select and apply marketing methods and techniques, as well as communication, teamwork and leadership skills.

06

The adopted approach integrates a mix of exposition with case studies, group work and practical experiences, which aim to reinforce your mastery of theories and models in the area of marketing knowledge.





I considered the Master in Marketing at ISEG complete. Now concluded, I know that it allowed me to obtain and consolidate a vast knowledge about the various areas of marketing. It provides us with a set of skills that will be fundamental for any professional opportunity, opening countless doors, whether in Portugal or anywhere in the world. What if you went back? No doubt you would make exactly the same choices.

Vanessa Hipolito

