

Marketing

Apply (<https://iscte-iul.pt/conteudos/study/1100/applications>)

Lectured in **English**

Lectured in English

Iscte Business School is well-known for offering the most highly rated, business-oriented MSc in Marketing in Portugal, with a clear international focus. Our full time programme is designed for students with little or no work experience and will provide them with a highly advanced qualification, both theoretical and practical, that will boost their career prospects.

Lidl rewards the best MSc in Marketing Student

(<https://www.lidl.pt/>)

✂ Double Degree

This programme has Double Degree partnerships with the universities listed below. For more information, click here. (<https://ibs.iscte-iul.pt/conteudos/programmes/1495/double-degrees>)

Southwestern University of Finance and Economics (<https://e.swufe.edu.cn/>) in China (EQUIS accredited)

➔ KEDGE Business School (<http://www.kedgebs.com/en/universites?page=3&sort=asc&order=Universities>) in France (AACSB, EQUIS, AMBA accredited)

➔ Indonesia Universitas Gadjah Mada (<http://www.ugm.ac.id/en/>) (AACSB accredited)

➔ Florida International University (<https://www.fiu.edu/>) - USA (AACSB accredited)

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Avatar
Catarina

✈ International Study Trip, Europe

Four days' residential stay at the a European Business School gives you the opportunity to obtain valuable international experience. There will be slots available for this program. (50% of these slots will be for the applicants of the Master Degree in Marketing with best performance - *performance based on the media obtained in the first semester's disciplines / criteria of performance to be announced in the first week of the masters.*



Director(s) message

Daniela Langaro

(<https://ciencia.iscte-iul.pt/authors/daniela-langaro-da-silva-do-souto>)
Director

The MSc in Marketing at Iscte Business School is a comprehensive two-year full-time program designed for aspiring corporate marketing professionals. The curriculum combines a solid theoretical foundation with practical training, cultivating essential skills for success in the dynamic business landscape. Graduates are renowned in the corporate sector for their exceptional theoretical knowledge and practical expertise.

Why choose the MSc in Marketing?

➔ **Expert Faculty and Guest Speakers:** Distinguished guest speakers from the marketing field contribute valuable insights, while the program's faculty leverages in-depth expertise in key marketing areas.

- ➔ **Personal Development Program (PdP):** The commitment to academic excellence extends to personal development, with a cutting-edge PdP designed to uncover leadership qualities and creativity in each student.
- ➔ **Innovative Curriculum:** The program covers groundbreaking aspects of marketing, combining features of marketing and strategic management through an innovative approach.
- ➔ **International Exposure:** The program provides broad international exposure through an mid-week residential stay in a foreign country, offering direct contact with different business environments.
- ➔ **Networking Opportunities:** Unique opportunities for networking, team-building, and idea-sharing are embedded in the program from day one, fostering personal contacts and team chemistry.
- ➔ **Success Stories:** Graduates have successfully integrated into high-profile companies such as UNILEVER, Procter & Gamble, Coca-Cola, and others, providing a valuable network for current students.
- ➔ **Marketing FutureCast Lab:** Iscte hosts the first European laboratory of research and analysis of new international trends in marketing, sponsored by a joint venture of 20 high-profile companies.
- ➔ **Global Recognition:** The program has a proven track record, with a team of students winning the World Final of the L'Oreal Brandstorm Competition in 2010, showcasing the program's international competitiveness.
- ➔ **Life in Lisbon:** Students have the unique opportunity to live in one of Europe's safest and most cosmopolitan cities, with an affordable cost of living, warm climate, sandy beaches, and a multicultural population.

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General information

Duration	2 years
Languages	English
ECTS	120
Vacancies	70
Schedule	Daytime

Applications

18 Dec 2023 - 31 Jan 2024

28 Feb 2024 - 20 Mar 2024

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17 Apr 2024 - 15 May 2024**11 Jun 2024 - 10 Jul 2024****05 Aug 2024 - 28 Aug 2024**

Tuition fee EU nationals * (</contents/international/international-students/undergraduate/1046/who-can-apply>)

1.stYear **5250.00 €**

2.ndYear **1600.00 €**

Tuition fee non-EU nationals * (</contents/international/international-students/undergraduate/1046/who-can-apply>)

1.stYear **7000.00 €**

2.ndYear **2800.00 €**

* Information for 2024/2025

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Programme Structure



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Scholarships and Awards (<https://ibs.iscte-iul.pt/contents/the-experience/life-at-iscte-business-school/1609/rewarding-excellence>)

Accreditations

A3ES

Agência de Avaliação
e Acreditação
do Ensino Superior

+ More

Note:

Students from outside the EU must pay the whole amount of the tuition fee for each year immediately after enrolment, as payments in instalments are not available.

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