

Master in Marketing

Minute of Meeting 1

Admissions and Ranking Criteria for 2024/2025 Applicants

On the 6th of November 2023, the Applications Analysis Committee, composed of Professor Daniela Langaro, Professor Sandra Loureiro and Professor João Guerreiro convened to define the criteria for the selection and ranking of applicants to the Master in Marketing for 2024/2025.

The Committee approved the following criteria:

Applicants to the Master in Marketing are selected based on the following formula:

$$CF = CA * 50\% + CP * 20\% + CC * 30\%.$$

Where:

CF: Final Classification, CA: Academic Classification, CP: Professional Classification, CC: Skills Classification.

(1) The CA (Academic Classification) is the weighted average of two items:

(a) The first, with a weight of 60%, corresponds to the GPA of the Undergraduate degree, for those applicants who have already finished their undergraduate studies; and to the GPA of Undergraduate studies to date, for those who have not completed their degree at the time of application;

(b) The second, with a weight of 40%, considers the relevance of the applicant's undergraduate degree and additional academic endeavours, as well as any national or international accreditations and rankings of the institutions where these academic endeavours were carried out.

(2) The CP (Professional Classification) concerns internships, activities with associations, volunteering activities, research projects and other relevant professional

experience. International experience is likewise valued, including participation in exchange programmes and summer schools, international internships and international work experience.

(3) The CC (Skills Classification) assesses the applicant's motivation, communication abilities and the applicants' development potential, based on an analysis of the applicants' motivation letter, to which may be added an interview.

Applicants with a Final Classification (CF) equal to or above 14,50 points shall be ranked and admitted on the basis of that ranking, subject to the number of openings available in each application phase.

Applicants with a Final Classification (CF) below 14,50 points and equal to or above 13,50 are carried over into the following phase.

Applicants with a Final Classification (CF) below 13,50 points will not be admitted. Applicants without an undergraduate degree or with an undergraduate degree GPA below 12 points will not be admitted.

In case of a draw in the Final Classification (CF), the average of the undergraduate degree will be used as a tiebreaker criterion and, in the case of candidates who have not yet completed the undergraduate degree, the average at the time of submission of the application will be used.

Applicants intending to enrol in the programme under subsection d) of point 1 of article 17 of Regulation DL - 115/2013, will be given a grade equivalent to their undergraduate degree GPA, which is for the sole purpose of ranking and selection.

Applicants accepted prior to concluding their undergraduate studies must provide proof of the successful completion of their studies by the start of the Master Programme.

Applicants not accepted due to lack of openings are placed on a wait list and may be called by order according to their ranking, should any accepted applicant withdraw.

Applicants carried over to the next application stage are called by order based on their ranking, whenever existing openings are not filled at the end of the selection process.

Candidates to Master programmes taught in English should be native speakers, have completed an undergraduate degree in English, present a language certificate (such as TOEFL, IELTS, Cambridge, Business English, or others) or provide a different proof of adequate English proficiency.

The Applications Analysis Committee may request admitted applicants to attend introductory modules suited to the content of the master's in Marketing, when deemed necessary.

The Applications Analysis Committee:

Programme Director,
Professor Daniela Langaro

Professor Sandra Loureiro

Professor João Guerreiro