

Public Session for the presentation of the Professional Project for the award of the Mestrado degree in Marketing

NOTICE

In accordance with the Article 18 of the General Regulation on the Assessment of Knowledge and Skills – In-Person Attendance, of the Instituto Português de Administração de Marketing do Porto (IPAM Porto), the final project of a Mestrado degree programme may consist of a scientific dissertation, a project work, or an internship report. Pursuant to Article 23 of Decree-Law No. 74/2006, dated 24th of March, currently effective, *“The Mestrado degree is awarded to those who, having successfully completed all curricular units comprising the study plan of the Mestrado programme and having passed the public defence of the dissertation, project work, or internship report, have obtained the required number of credits.”*

Accordingly, the Director of IPAM Porto hereby announces that on **October 20, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
10:00h	32	Diana Alexandra Gonzalvez Meneses	Professional Project
Título			
BIAS LINE - A BUSINESS PLAN FOR A COMMUNITY ORIENTED K-POP STORE			
	Chairman	Supervisors	Examinator
Jury	Prof. Dr. Clarisse Pessoa	Prof. Dr. Miriam Salomão	Prof. Dr. Catarina Domingos

Porto, October 6, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto