

**Public Session to discuss**

**Dissertation/Professional Project/Professional Internship**

**for obtaining the degree of Master in Marketing**

**EDITAL**

In accordance with the provisions of article 41 of the regulations for master's degree courses, in force, of the Portuguese Institute of Marketing Administration of Lisbon, the final work of a master's degree course may consist of a scientific dissertation, a project work or an internship report. According to the provisions of article 23 published in Decree Law No. 74/2006, of 24 March, in force "The degree of master is conferred to those who, having passed all the curricular units that integrate the study plan of the master's course and having been approved in the public act of defense of the dissertation, the project work or the internship report, have obtained the established number of credits.

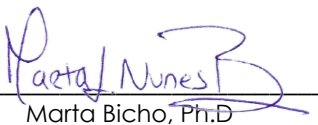
Accordingly, to enable students to complete the Master's in Marketing, the Management of IPAM Lisboa hereby announces that the following public examination will take place on 24 June 2026:

**June 24, 2026**

Time	Room	Student	Typology
14,30h	12	<b>Ellen Starita</b>	Professional Project
<b>Title</b>			
<p>“DESIGNING A COMMUNITY-BASED OFFLINE EVENT BUSINESS PLAN TO CREATE SOCIAL IMPACT IN WOMEN’S LIVES: THE CASE OF AMICA MIA”</p>			
	President	Advisor	Arguent
<b>Jury</b>	Professor Carlos Manuel Cortês Pereira e Sá	Professora Marta Liliana Nunes Bicho	Professor Fábio dos Santos Cardoso

Lisbon, June 22, 2026

Director of IPAM Lisboa



Marta Bicho, Ph.D