

Public Session for the presentation of the Dissertation/Professional Project/Internship 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, to enable students to complete the **Master's Degree in Marketing**, the Director of IPAM Porto announces that the following Public Defense Presentations will be held:

July 10, 2026

Time	Room	Student	Tipology
15:00h	54	Sabrina Felician	Dissertation
Título			
QUIET LUXURY IS THE NEW BLACK UNDERSTANDING HOW QUIET LUXURY OPERATES AMONG EUROPEAN GEN Z			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessôa	Prof. Dr. Jitpisut Bubphapant	Prof. Dr. Miriam Salomão

July 13, 2026

Time	Room	Student	Tipology
10:00h	53	Catarina dos Santos Azevedo	Dissertation
Título			
BEHIND THE SCENES OF PARASOCIAL RELATIONSHIPS: A STRATEGIC COMMUNICATION PERSPECTIVE ON TRANSMEDIA DOCUMENTARY FORMATS			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Isabel Machado	Prof. Dr. Clarisse Pessôa	Prof. Dr. Mafalda Nogueira

Time	Room	Student	Tipology
11:00h	53	Luísa da Cunha Moreira	Dissertation
Título			
BEYOND THE FINISH LINE: A COMPARATIVE STUDY OF MOTIVATIONAL PROFILES AND SOCIAL EXPERIENCES BETWEEN SOLO RUNNERS AND RUNNING CLUB PARTICIPANTS			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessôa	Prof. Dr. Mafalda Nogueira	Prof. Dr. Jitpisut Bubphapant

Time	Room	Student	Tipology
12:00h	53	Ibfissam Berkat	Professional Project
Título			
THE ROLE OF INFLUENCER AUTHENTICITY IN SHAPING TRUST-RELATED BEHAVIOURAL RESPONSES AND PURCHASE OUTCOMES IN DIETARY SUPPLEMENT MARKETING			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessôa	Prof. Dr. Mafalda Nogueira	Prof. Dr. Jitpisut Bubphapant

Time	Room	Student	Tipology
14:00h	53	Maria Leonor Gonçalves Trindade	Dissertation
Título			
WHO OWN THE NARRATIVE? THE CO-CREATION OF TAYLOR SWIFT'S REPUTATION ACROSS TRANSMEDIA MUSIC ECOSYSTEM			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessoa	Prof. Dr. Jitpisut Bubphapant	Prof. Dr. Joana Dias

Time	Room	Student	Tipology
15:00h	53	Mariana Oliveira Festa	Dissertation
Título			
FROM BELONGING TO BRAND IDENTITY: A SEMIOTIC CASE STUDY OF PORTO CAN RUN CLUB			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessoa	Prof. Dr. Jitpisut Bubphapant	Prof. Dr. Joana Silva

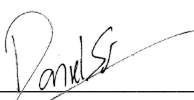
July 14, 2026

Time	Room	Student	Tipology
10:00h	53	Bruna Macedo Ramos de Freitas Faria	Internship
Título			
MANAGING TO PERFORM: TASK MANAGEMENT AND TEAM EFFICIENCY IN STARTUP MARKETING AGENCIES			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessoa	Prof. Dr. Lama Al Iman	Prof. Dr. Jitpisut Bubphapant

Time	Room	Student	Tipology
11:00h	53	Marta Alexandra Costa Gomes	Dissertation
Título			
GENERATIONAL DIFFERENCES IN PERCEPTIONS AND BEHAVIORAL INTENTIONS TOWARD AI-GENERATED AND HUMAN-GENERATED MARKETING CONTENT			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessôa	Prof. Dr. Lama Al Iman	Prof. Dr. Ana Canavarro

Time	Room	Student	Tipology
12:00h	53	Zakaria Bouifoulene	Professional Project
Título			
THE ASSOCIATION BETWEEN AD CREATIVE FORMATS AND CONSUMER ENGAGEMENT ACROSS FACEBOOK AND INSTAGRAM: AN EXPLORATORY STUDY IN THE PORTUGUESE WELLNESS SECTOR			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarisse Pessôa	Prof. Dr. Jitpisut Bubphapant	Prof. Dr. Lama Al Iman

Porto, July 3, 2026


Prof. Dr. Daniel Sá, Dean at IPAM Porto