

**Public Session to discuss
Dissertation/Professional Project/Professional Internship
for obtaining the degree of Master of Science in Marketing**

EDITAL

According to the provisions of Article 41 of the regulations for master's courses, in force, of the Instituto Português de Administração de Marketing de Lisboa, the final work of a master's 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 March 24, in force "The degree of master is conferred to those that, by passing all the curricular units that integrate the study plan of the master's course and by being approved in the public act of defense of the dissertation, the project work or the internship report, have obtained the established number of credits.

In this way and so that students can complete the Master in Marketing, the Management of IPAM Lisbon informs that from 27/06/2022 to 28/06/2022 the following public examinations will take place:

June 27, 2022

Time	Room	Student	Typology
14h00	A12	Inaara Begam Virgi	Internship Report
Title			
What Can Affect Consumers Decision Making Process Regarding Gut Health Related Products?			
	President	Advisor	Arguent
Jury	Luisa Martinez, PhD	Natália Pacheco, PhD	Simoni Rohden, PhD

Time	Room	Student	Typology
15h00	A12	Maria Helena Barata Canjangué	Internship Report
Title			
How is the User Experience on the ITSREDIT website?			
	President	Advisor	Arguent
Jury	Luisa Martinez, PhD	Natália Pacheco, PhD	Simoni Rohden, PhD

Time	Room	Student	Typology
16h00	A12	Maria Margarida Pinto da Luz	Dissertation
Title			
"Anti-Social" Strategy and Brand Equity: BOTTEGA VENETA ´S CASE			
	President	Advisor	Arguent
Jury	Luisa Martinez, PhD	Natália Pacheco, PhD	Simoni Rohden, PhD

June 28, 2022

Time	Room	Student	Typology
14h00	A12	Stiven Bekett	Professional Project
Title			
Na Optimal Digital Marketing Strategy for Integrated Early and Modern EFL-Methodologies in Official Exam Preparation Language School Start-up.			
	President	Advisor	Arguent
Jury	Natália Pacheco, PhD	Marta Bicho, PhD	Luís Valentim, PhD

Time	Room	Student	Typology
15h00	A12	Chantal Visser	Professional Project
Title			
(Re-)Branding the Future for Timtex Logistics: Making LogiSolutions a Corporate Brand."			
	President	Advisor	Arguent
Jury	Marta Bicho, PhD	Natália Pacheco, PhD	Luís Valentim, PhD

Lisbon, June 8th, 2022



Director of IPAM Lisboa

Marta Bicho, Ph.D