

**Public Session to discuss**

**Dissertation/Professional Project/Professional Internship  
for obtaining the degree of Master of Science 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 (IPAM Lisboa), 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 March 24<sup>th</sup>, 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.

Thus and so that the student can complete the Master in Marketing, the Direction of IPAM Lisbon informs that on **June 28<sup>th</sup>, 2023** the following public examinations will take place:

Time	Room	Student	Typology
14h -15h	Sala de Atos	<b>Aghata Alves da Silva</b>	PROFESSIONAL PROJECT
<b>Title</b>			
<b>"The Anatomy of a Strategic Personal Brand: AGHATA LOBO"</b>			
	President	Advisor	Arguent
<b>Jury</b>	Professor Luísa Martinez	Professor Marta Bicho	Professor Natália Pacheco

Time	Room	Student	Typology
15h -16h	Sala de Atos	<b>Ana Carolina Barison Galdino</b>	PROFESSIONAL PROJECT
<b>Title</b>			
<b>"Bring To ME: A Service Order Food Inside the Airport"</b>			
	President	Advisor	Arguent
<b>Jury</b>	Professor Luísa Martinez	Professor Natália Pacheco	Professor Marta Bicho

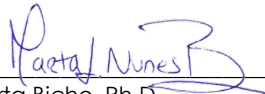
Time	Room	Student	Typology
16h – 17h	Sala de Atos	<b>Margarida Casadinho dos Santos</b>	DISSERTATION
<b>Title</b>			
<b>"How You Like That? The Success Factors of K-POP ARTISTS in Western Countries"</b>			
	President	Advisor	Arguent
<b>Jury</b>	Professor Marta Bicho	Professor Natália Pacheco	Professor Luisa Martinez

June 28<sup>th</sup>, 2023:

Time	Room	Student	Typology
17h – 18h	Sala de Atos	Jusob Mahomed Rafique	Internship Report
Title			
"INTERNSHIP REPORT "AB SKF Market Feasibility Study & Glocal Marketing Plan"			
Jury	President	Advisor	Arguent
	Professor Marta Bicho	Professor Natália Pacheco	Professor Luisa Martinez

Lisbon, June 9<sup>th</sup>, 2023

Director of IPAM Lisboa



---

Marta Bicho, Ph.D