

Course Unit	Thesis/Final Project/Internship		Field of study	Tourism	
Master in	Tourism Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	2-2
Type	Semestral	Semester	1	ECTS credits	30.0
Code	5048-586-2101-00-23				
Workload (hours)	810	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT 40	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ricardo Alexandre Fontes Correia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Demonstrate the acquisition of knowledge on research methodologies;
2. Apply the knowledge on business management and related areas emerging issues, through assistance of seminars;
3. Prepare a state-of-the-art of R&D subject or tourism marketing professional application;
4. Perform a scientific research, with publication of the obtained results through the elaboration of a master thesis, a project report or an internship report.

Prerequisites

Before the course unit the learner is expected to be able to:

1. Demonstrate strong knowledge on the main marketing and tourism areas.
2. Be fluent in both oral and written English.

Course contents

Research methodologies and project preparation. Seminars/Workshops. Research thesis/project/internship.

Course contents (extended version)

1. Research Methodologies and Project Preparation.
 - Process, methodologies and practices associated to the research in tourism marketing.
 - Prepare a state-of-the-art of R&D subject or professional application in tourism marketing.
2. Seminars/Workshops.
 - Attendance of seminars given by external speakers.
3. Scientific research thesis/project/internship.
 - Development of a scientific research with the publication of the obtained results.

Recommended reading

1. Creswell, J. & Creswell, J. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th Ed.). Sage publications.
2. Quivy, R. & Campenhoudt, L. (2005). Manual de investigação em ciências sociais. (4.ª Ed.) . Lisboa: Gradiva.
3. Reis, F. (2022). Investigação científica e trabalhos académicos: Guia prático. (2.ª ed.) Lisboa: Edições Sílabo.
4. Silvestre, H. & Araújo, J. (2012). Metodologia para a investigação social. Lisboa: Escolar Editora.
5. Vilelas, J. (2020). Investigação: O processo de construção do conhecimento (3.ª ed.). Lisboa: Edições Sílabo.

Teaching and learning methods

Tutorial guidance throughout the academic period that follows the work of scientific research thesis/project/internship.

Assessment methods

- In accordance with IPB Master Programmes rules. - (Regular, Student Worker) (Final, Supplementary, Special)

Language of instruction

Portuguese

Electronic validation

Ricardo Alexandre Fontes Correia	Elisabete da Anunciacao Paulo Morais	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
08-03-2024	08-03-2024	08-03-2024	12-03-2024