

Course Unit	Internship/Project		Field of study	Business Sciences	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	15.0
Workload (hours)		405	Contact hours	T -    TP -    PL 120    TC -    S -    E 280    OT -    O -	
Code 9205-714-3201-00-23					

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) Luisa Margarida Barata Lopes

#### Learning outcomes and competences

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

1. Relate and integrate different areas and tools of marketing management;
2. Apply the knowledge acquired throughout the degree course in solving problems and situations;
3. Demonstrate ability and dynamics of individual and team work;
4. Demonstrate autonomy in solving problems;
5. Demonstrate continued ability to acquire new knowledge to aid in solving specific problems and / or specific situations.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

#### Course contents

This course (Internship or Project) aims the application (in real work context or simulation), of the knowledge and theoretical-practical competences acquired as part of undergraduate course, facilitating insertion of students into professional activity.

#### Course contents (extended version)

- Specific for each internship or project.

#### Recommended reading

1. Bibliografia específica da área de investigação e estágio, a definir pelo orientador e/ou supervisor.
2. EsACT-IPB. (2012). Guia de implementação do relatório de Projeto/Estágio - Instruções para Autores. EsACT-IPB.
3. EsACT-IPB. (2012). Regulamento da unidade curricular de Projeto/Estágio das licenciaturas. EsACT-IPB.
4. Reis, F. (2022). Investigação científica e trabalhos académicos - Guia prático (2ª Edição revista e atualizada). Edições Sílabo. ISBN: 9789895612116.
5. Sousa, M. J. , & Baptista, C. (2011). Como fazer investigação, dissertações, teses e relatórios – Segundo Bolonha. Pactor. ISBN: 9789896930011.

#### Teaching and learning methods

Under the tutorial system, the supervisor(s) shall monitor the execution of all work related to the course, obtaining periodic information regarding to the developed activities. Promoting the student's research capacity, investigation, and application of acquired knowledge, they also shall monitor the preparation of the student final document.

#### Assessment methods

- According to Project/Internship Regulation - (Regular, Student Worker) (Final, Supplementary, Special)  
- Reports and Guides - 100% (Final report on the work carried out, presented, and discussed in front of an assessment panel.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

Luisa Margarida Barata Lopes	Ricardo Jorge Vieira Correia	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
09-03-2024	14-03-2024	14-03-2024	16-03-2024