

The Polytechnic of Leiria will accept applications to the international edition of the Master degree in **Relationship Marketing**, under the following conditions:

1. *Numerus clausus*

General contingent: 30 places.

Portuguese and European Union citizens; Family members of Portuguese and European Union citizens¹; those legally residing in Portugal, uninterruptedly, for more than 2 years on 01/01/2020, as well as the children who reside with them²; candidates who on 01/01/2020 hold the statute of equal rights and duties, granted by an international treaty signed by Portugal and the State they are citizens of.

International student contingent: 5 places.

All candidates who do not meet the application requirements for the general contingent.

Remaining places in any contingent may eventually be reverted to the other by the end of the application process.

2. Application:

Application is submitted at <http://www.candidaturas.ipleiria.pt/> and considered valid after uploading the supporting documentation, and the payment of the application fee.

2.1. Supporting documents³:

- a) Signed and detailed *Curriculum vitae*;
- b) Copy of the ID document and VAT number;
- c) Copy of the detailed academic certificate with the date of graduation, the degree awarded and the final classification;
- d) Other documents attesting that the candidate meets the necessary requirements for applying under the general contingent.

3. Entry and admission requirements

People who can apply to the Master Degree:

- a) Holders of an undergraduate degree or a legal equivalent in Corporate Sciences and similar areas;
- b) Holders of a foreign higher education diploma, granted after a first cycle of studies, under the principles of the Bologna Process, by a State, which has subscribed this Process, in Corporate Sciences and similar areas;
- c) Holders of a foreign higher education diploma that is recognized as meeting the objectives of an undergraduate degree by the Technical and Scientific Council of the School of Technology and Management, in Corporate Sciences and similar areas;
- d) Holders of an academic, scientific or professional curriculum that is recognized as certifying the skills to attend this cycle of studies by the Technical and Scientific Council of the School of Technology and Management;
- e) Students who are close to completing their undergraduate degree in the field required for entering the Master degree, and declare it in their application⁴.

4. Selection criteria:

The candidates' selection will be made according to the following criteria:

4.1. For applications under a), b) c), and e) of no. 3:

The classification will be given in a numerical scale ranging from 0 to 200, after applying the following formula:

Classification = $[0.3 \times \text{affinity} + 0.4 \times \text{nature} + 0.3 \times (\text{final degree grade} + \text{bonus}) / 200] \times 200$

Where:

- *Affinity* is a coefficient in the range [0.1], which assesses the affinity of the undergraduate degree or a similar degree to the Master degree candidates are applying;

Nature is a coefficient in the range [0.1], which assesses the nature of the degree and the teaching institution where the candidate completed their undergraduate degree or a similar degree;

¹ For this purpose, family members are those established in *Lei n.º 37/2006*, dated August 9: i) the spouse of an European Union citizen; ii) those living in a legal non-marital partnership with an European Union citizen, or those who have a relation with an European Union citizen, which is duly certified by the competent body of their Member State; iii) lineal descendants under the age of 21 or those who are under the care of an European Union citizen; the same applies to lineal descendants of the spouse or the partner indicated in the previous paragraph; iv) lineal ascendants under the care of an European Union citizen; the same applies to lineal ascendants of the spouse or the partner indicated in the paragraph ii).

² The time of residence under a student permit is not taken into consideration (Article 3. No. 4, and 18, No. # 2 of Decree-Law n.º 36/2014 of 10 March).

³ Candidates may be asked to present the original documents at the time of application and enrolment. The document(s), when emitted in a foreign country, if not written in Portuguese, Spanish, French, English or Italian must be translated and duly certified.

⁴ Candidates who have not yet completed their undergraduate degree, and are conditionally accepted, shall only be admitted if there are still remaining places in the date of that completion.

- *Final degree grade* represents the final grade of the undergraduate degree or a similar degree, in a numerical scale ranging from 0 to 200.
- *Bonus* reflects a relevant scientific or professional curriculum, in a numerical scale ranging from 0 to 50.

4.2. For applications under d) of no. 3:

The classification will be given in a numerical scale ranging from 0 to 200, and shall assess the academic, scientific and/or professional curriculum of the candidate, applying the following formula:

$$0.2 \times \text{academic curriculum} + 0.4 \times \text{scientific curriculum} + 0.4 \times \text{professional curriculum}$$

Where:

Academic curriculum assesses the academic journey of the candidate (academic qualifications);

Scientific curriculum assesses the participation of the candidate in congresses, seminars, projects, and technical studies, as well as their technical and scientific production (articles, books,...), awards and similar elements, in a relevant scientific area for the Master degree;

Professional curriculum assesses the candidate's training and professional activity in a relevant scientific area for the Master degree;

The jury may decide to hold interviews, in which case the classification will be given in a numerical scale ranging from 0 to 200, and shall assess the candidates' academic, scientific, and/or professional curriculum, and the interview, and is calculated by applying the following formula:

$$\text{Classification} = 0.12 \times \text{academic curriculum} + 0.24 \times \text{scientific curriculum} + 0.24 \times \text{professional curriculum} + 0.40 \times \text{interview}$$

As follows:

Academic curriculum, scientific curriculum, and professional curriculum assess what is established above.

Interview, in a numerical scale ranging from 0 to 200, assesses verbal expression, critical thinking, motivation, and responsibility, where:

Verbal expression – measures the current of thought the candidates show through their verbal/written language, fluency, transparency of ideas, and logical reasoning;

Critical thinking – measures the innovation of the presented choices and their justifications, as well as argumentative skills in theoretical or real scenarios;

Motivation and responsibility – assesses the nature, intensity and durability of the motivations, interests, and tastes.

5. Calendar⁵

| | 1 st phase | 2 nd phase | 3 rd phase |
|------------------------|-------------------------|-----------------------|------------------------------|
| Applications | February 20 to April 22 | May 20 to July 15 | August 20 to September 11 |
| Publication of results | May 13 | July 29 | September 21 |
| Complaints | May 14 to May 15 | July 30 to July 31 | September 22 to September 23 |
| Enrolment | May 20 to June 17 | August 3 to August 18 | September 24 to October 14 |

6. Credits for previous training and professional experience

As established in the applicable legislation and in the Institute's regulations, candidates who intend to continue their studies may request that their previous training and professional experience be considered for the application, at the moment of the application.

7. Starting date: September 2020.

Days: Classroom classes are taught on Saturdays, from 09:30 am to 6 pm, and exceptionally on Fridays (evening classes). Assessment is also on after working hours.

Period: b-learning.

8. Language used: Portuguese.

9. More information available at www.ipleiria.pt.

Polytechnic of Leiria, January 24, 2020

The President, Rui Filipe Pinto Pedrosa

⁵ Second and third application phases depend on remaining places. Candidates who do not enrol until the established deadline may lose their place.