

CTESP | CURSO TÉCNICO SUPERIOR PROFISSIONAL



Direction

Ana Isabel da Rocha Barros

Number of Semesters

4

ECTS

120

About

The demand for human resources with higher education in the various areas of marketing, particularly marketing management, has increased significantly at a national level, particularly in the greater Lisbon region, where the need for qualified technicians is a reality. Portugal is going through a period of optimism when it comes to recruitment intentions, with

86% of employers saying they want to hire qualified professionals in the next few years and business owners saying they want them in various areas of knowledge, with 72% indicating marketing and communication and commercial areas. In this sense, and considering the demand for qualified professionals in this area, the TeSP Marketing Management course aims to respond to this need for professionals in this area, through this training which aims to promote the acquisition of solid skills in the area of marketing which will enhance the employability of its recipients.

Course Plan

Course Structure

1º Ano / No Branch

[Commercial and Consumer Law](#) 6 ECTS | [Consumer Behaviour](#) 6 ECTS | [Introduction to Management](#) 6 ECTS | [Introduction to Marketing](#) 6 ECTS | [IT Applied to Marketing](#) 6 ECTS | [Digital Marketing](#) 6 ECTS | [Marketing Communication and Branding](#) 6 ECTS | [Statistics Applied to Market Studies](#) 6 ECTS | [Strategic Marketing](#) 6 ECTS | [Technical and Commercial English](#) 6 ECTS |

2º Ano / No Branch

[Market Studies](#) 6 ECTS | [Merchandising and Point of Sales Management](#) 6 ECTS | [Operations and Logistics Management](#) 6 ECTS | [Quality Management](#) 6 ECTS | [Sales Force Management](#) 6 ECTS | [Traineeship](#) 30 ECTS |