

HIGHER TECHNICAL PROFESSIONAL COURSES

# COMMERCIAL MANAGEMENT AND SALES



2017/2018 ACADEMIC YEAR



INSTITUTO  
POLITÉCNICO  
DA MAIA **IPMAIA**

# COMMERCIAL MANAGEMENT AND SALES

## COORDINATOR

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## CONTACT DETAILS

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This Higher Technical Professional Course is a vocational training course taught as part of polytechnic higher education and lasts 4 semesters, corresponding to 120 ECTS.

The course is organised into general and scientific training, technical training and on-the-job training (internship), and each student is awarded with a **Higher Technical Professional Diploma at level 5 of the European Qualifications Framework for Lifelong Learning**.

### 1. Professional profile

The Higher Technical Professional Course in Commercial Management and Sales aims to train professionals who are able to implement and develop **specific technical skills regarding commercial and sales strategy, management and marketing, logistics and international trade, market and product research and management** in the national and international markets.

### 2. Professional opportunities

Heads of commercial and/or marketing departments; management of products and sales teams; logistics activities; internationalisation activities; activities connected to international trade and retail.

### 3. Entry requirements (one of the following)

- 3.1 Having completed a **secondary education course** qualification or a legally equivalent qualification.
- 3.2 Having passed the special exams for assessing capacity to attend higher education for **people over 23** (Decree-Law no. 64/2006 of 21 March).
- 3.3 Holding a technological specialisation diploma, a higher technical professional diploma or a higher education qualification.

#### 4. COURSE STRUCTURE

##### YEAR 1 • 60 ECTS

	Course units	Sem.	Contact hours	ECTS
<b>General and scientific training</b>	Communicating in the Portuguese Language	1	50	5
	Human Behaviour in Organisations	1	50	5
	Economic and Social Culture	1	50	5
	Technical English	2	50	5
	Business Organisation and Management	2	50	5
<b>Technical training</b>	Leadership, Coaching and Team Management	2	40	4
	Information and Communication Technologies	1	40	4
	Logistics and Distribution	1	50	5
	Commercial Space Management	2	50	5
	Negotiation and Sales Techniques	2	50	5
	Sales Management	1	60	6
	Strategic Marketing	2	60	6
			600	60

##### YEAR 2 • 60 ECTS

	Course units	Sem.	Contact hours	ECTS
<b>Technical training</b>	Administrative Practices	1	40	4
	Commercial Law	1	50	5
	Applied Statistics	1	50	5
	Market Research	1	50	5
	International Trade	1	50	5
	Digital Marketing	1	60	6
<b>On-the-job Training</b>	On-the-job Training – Internship (750 hours)	2		30
			300	60
		Total	900	120

# FOR FURTHER INFORMATION

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## Exclusive conditions

- Extensive parking on campus.
- A comfortable, welcoming environment throughout the campus.
- Easy access by public transport, particularly the metro at ISMAI station.
- An environment with new technologies and sport, improved with the construction of a new, state-of-the-art sports complex.

## Address

Avenida Carlos de Oliveira Campos  
Castêlo da Maia  
4475-690 Maia

**Telephone number:** (+351) 229 866 026

**E-mail:** info@ipmaia.pt



**Metro/Line C** - ISMAI

## 5. Continuing studies – Bachelor's degrees

- 5.1 The application by holders of Higher Technical Professional Diplomas to attend IPMAIA Bachelor's degrees is subject to the conditions established by the institution body that is competent to do so in accordance with the law and the statutes. Depending on the Higher Technical Professional Course and Bachelor's degree, these conditions may establish the need to pass a specific IPMAIA admission exam, or allow the exemption to perform such an exam.
- 5.2 Credits acquired on the Higher Technical Professional Course may be transferred to a Bachelor's degree programme when continuing studies.

## Observations

- a) Students who intend to apply for an IPMAIA Bachelor's degree course and must sit the specific admission exam will receive suitable preparation during the teaching of the Higher Technical Professional Course.

