

**Public Session to discuss**

**Dissertation/Professional Project/Professional Internship**

**for obtaining the degree of Master of Science in Marketing**

**EDITAL**

In accordance with the provisions of article 41 of the regulations for master's degree courses, in force, of the Portuguese Institute of Marketing Administration of Lisbon, the final work of a master's degree course may consist of a scientific dissertation, a project work or an internship report. According to the provisions of article 23 published in Decree Law No. 74/2006, of 24 March, in force "The degree of master is conferred to those who, having passed all the curricular units that integrate the study plan of the master's course and having been approved in the public act of defense of the dissertation, the project work or the internship report, have obtained the established number of credits.

Thus and so that the student can complete the Master in Marketing, the Direction of IPAM Lisbon informs that on 25/06/2024 at 28/06/2024 the following public examinations will take place:

**June 25, 2024**

Time	Room	Student	Typology
15h -16h	Sala de Atos	<b>Bruno Miguel dos Santos Correia</b>	DISSERTATION
<b>Title</b>			
<b>“IDENTITY EXPRESSION THROUGH STREETWEAR: HOW GEN Z USE STREETWEAR AS A FORM OF SELF-EXPRESSION AND IDENTITY CONSTRUCTION”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Simoni Fernanda Rohden	Teacher Natália Araújo Pacheco	Teacher Ricardo João Lourenço de Abreu

**June 25, 2024**

Time	Room	Student	Typology
16h -17h	Sala de Atos	<b>Joana Soares de La Cerda Filipe</b>	INTERNSHIP REPORT
<b>Title</b>			
<b>“DIGITAL MARKETING PLAN FOR ASSETFLOW STARTUP”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Simoni Fernanda Rohden	Teacher Natália Araújo Pacheco	Teacher Ricardo João Lourenço de Abreu

**IPAM Lisboa**

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### June 26, 2024

Time	Room	Student	Typology
10h – 11h	Sala de Atos	<b>Eunice Ewemade Uwuigbusun</b>	DISSERTATION
<b>Title</b>			
<b>“IMPORTANCE OF DIGITAL MARKET AND ITS ROLE ON STARTUP BUSINESSES IN NIGERIA”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Marta Liliana Nunes Bicho	Teacher Natália Araújo Pacheco	Teacher Rodrigo Ribeiro Coimbra

### June 26, 2024

Time	Room	Student	Typology
11h – 12h	Sala de Atos	<b>Valerie Basalka</b>	DISSERTATION
<b>Title</b>			
<b>“LUXURY BRANDS ON SOCIAL MEDIA”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Natália Araújo Pacheco	Teacher Marta Liliana Nunes Bicho	Teacher Rodrigo Ribeiro Coimbra

### June 26, 2024

Time	Room	Student	Typology
12h – 13h	Sala de Atos	<b>Elena de Miguel Artigas</b>	DISSERTATION
<b>Title</b>			
<b>“HOW PRODUCT PLACEMENT IN FICTION CAN BE UTILIZED, AS A MARKETING STRATEGY TO Attract THE USER’S ATTENTION AND BOOST SALES IN THE MODERN ERA”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Marta Liliana Nunes Bicho	Teacher Natália Araújo Pacheco	Teacher Silvio Farias de Menezes

### June 26, 2024

Time	Room	Student	Typology
15h – 16h	Sala de Atos	<b>Deepak Pal</b>	Professional Project
<b>Title</b>			
<b>“YOGISZEN BUSINESS PLAN”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Hugo Ângelo Lima da Silva	Teacher Natália Araújo Pacheco	Teacher Silvio Farias de Menezes

### June 26, 2024

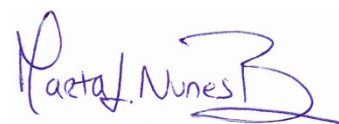
Time	Room	Student	Typology
16h – 17h	Sala de Atos	<b>Ludovica Marangione</b>	DISSERTATION
<b>Title</b>			
<b>“ASPECTS OF MICRO E-COMMERCE IN BRAZIL: ANALYSIS OF A CASE STUDY”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Hugo Ângelo Lima da Silva	Teacher Natália Araújo Pacheco	Teacher Silvio Farias de Menezes

### June 26, 2024

Time	Room	Student	Typology
17h – 18h	Sala de Atos	<b>Mercy Chinwendu Ihekoronye</b>	DISSERTATION
<b>Title</b>			
<b>“UNDERSTANDING THE MINIMALIST TREND IN PORTUGAL: CONSIDERING HOME APPLIANCES AND AUTOMOBILE CONSUMERS PURCHASING BEHAVIOUR”</b>			
	President	Advisor	Arguent
<b>Jury</b>	Teacher Hugo Ângelo Lima da Silva	Teacher Natália Araújo Pacheco	Teacher Silvio Farias de Menezes

Lisbon, 14/06/2024

Director of IPAM Lisboa



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