

PUBLIC NOTICE FOR APPLICATIONS no. 08/2025

Católica Medical School

- Lisbon -

Academic year 2024/2025

(Advanced Course in Strategic Marketing in Healthcare)

- (General Competition – 2nd Phase) –

The Advanced Course in Strategic Marketing in Healthcare approved by the Board of Católica Medical School of the Universidade Católica Portuguesa It is governed by articles 111^º and 112^º by the other rules contained in the Regulation of the Study Cycles of Católica Medical School by Universidade Católica Portuguesa, approved in Dispatch NR/REG/0244/2023, of 23rd May 2023.

1. Conditions for admission of applicants

This Advanced Course in Strategic Marketing in Healthcare is aimed at professionals with higher education in:

- marketing and advertising, with an emphasis on developing strategies and communication campaigns;
- healthcare management fields, such as healthcare services, hospital administration, or related areas focusing on management within the healthcare sector;
- communication, particularly those with an interest in the healthcare sector;
- healthcare, such as those managing nursing homes or clinics, looking to combine technical expertise with management and marketing skills;
- social sciences, such as psychology and sociology, who are interested in understanding consumer behaviour in the healthcare sector;
- economics and management, with a focus on strategic marketing and planning tailored to the healthcare sector.

Applicants with a bachelor's degree in the above-mentioned professional areas and applicants whose academic curriculum can justify their acceptance will be considered.

2. Number of Vacancies:

There are **25** vacancies available for the Advanced Course in Strategic Marketing in Healthcare.

3. Deadlines

Applications (online)	From 08 th March (from 9:00 a.m.) to 30 th April 2025 (until 11:59 p.m.)
Results (online)	02 nd May 2025
Registration (online)	From 02 nd to 08 th May 2025
First Day of Classes (presential)	10 th May 2025

Note: The last day of applications and registrations coincides with the deadline of the respective payments.

4. Necessary documentation

During the application process, all applicants must complete an online form and attach the requested documents:

- Passport-type photo;
- Identification document – Citizen Card or, if other type of document, the tax identification number is also required;
- Academic Degree Certificate(s);
- Detailed Curriculum Vitae;
- Motivation letter (maximum 2 pages).

5. Submission of the application

The application to the Advanced Course in Strategic Marketing in Healthcare is presented exclusively through an online system, on the website of [Católica Médical School](#).

After filling the form, uploading the documents, and submitting, the applicant will have access to the online application platform to pay the application fee. The application will only be completed once payment has been made.

6. Assessment of Applications and publication of results

The selection and ranking of applicants will be carried out by the jury, which is made up of the Course Coordinators:

- **Professor António Medina de Almeida**, Dean of Católica Medical School;
- **Dr. André Manuel Aguiar Alves**, Coordinator of the Advanced Course in Strategic Marketing in Healthcare.

The application grade will be a weighted average of the assessment of the following criteria:

Criterion (expressed on a scale from 0 to 20)	Weighting
Education	50%
Work Experience	50%

The applicants will be ranked according to their final classification (on a numerical scale from 0 to 20).

The results will be communicated to applicants in the online application process and will be expressed as follows: Admitted / Not Admitted / Excluded. The anonymized final ranking list can be consulted in the online application process.

7. Operation

The Advanced Course in Strategic Marketing in Healthcare lasts 40 hours, and is organised on an after-work basis. Classes take place mainly on Fridays between 4.30 p.m. and 7.30 p.m. and on Saturdays between 10 a.m. and 1 p.m. The teaching and assessment methodology is face-to-face and 50% attendance is compulsory for each course unit.

8. Tuition fees, payments and other fees

The value of tuition fees, payments and other fees are determined annually, and published in a separate document (*Tabela de propinas, taxas e emolumentos*), therefore, the values for subsequent school years may change.

The updated values can be consulted on the [Católica Medical School website](#).

The application fee is non-refundable in situations of cancellation, withdrawal or exclusion of the application.

Application Fee	100,00 €
Tuition fee	2.200,00 €

9. Registration

Enrollment of applicants admitted to attend the Advanced Course in Strategic Marketing in Healthcare takes place once the tuition fee has been paid.

10. Other Information

This Advanced Course runs from May 10 2025 to July 05 2025 and has 40 contact hours.

11. Contacts

<u>Email</u>	<u>Phone Numbers</u>
Academic and Administrative Services at Católica Medical School: medicina.fm@ucp.pt	Academic and Administrative Services at Católica Medical School: (+351) 21 872 42 00
Treasury Office: tesouraria.sede@ucp.pt	Treasury Office: (+351) 21 721 40 79

Academic and Administrative Services of Católica Medical School:

Office hours (in person and via telephone): Monday to Friday, from 9:30 a.m. to 12:30 p.m. and from 2:30 p.m. to 5:30 p.m.

Online office hours: by appointment, scheduled by e-mail (medicina.fm@ucp.pt)



Location:

Área Académica e Administrativa

Faculdade de Medicina da Universidade Católica Portuguesa

Estrada Octávio Pato

2635-631 Rio de Mouro

Lisbon, 27th February 2025

Dean of Católica Medical School
Professor António Medina de Almeida