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# Catarina Dionísio

**Assistente Convidada**
Department of Marketing, Operation and Management (IBS)

## Contacts

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|---|---|
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| **Office** | D4.26 |

## Academic Qualifications

| University/Institution | Type | Degree | Period |
|---|---|---|---|
| ISCTE Business School | M.Sc. | Msc Business Administration | 2012 |
| ISCTE Business School | Licenciate | Gestão de Marketing | 2010 |

## External Professional Activities

| Period | Employer | Country | Description |
|---|---|---|---|
| Since 2019 | Vodafone Portugal | Portugal | Planning, Implementation and Optimization of Digital Campaigns. Responsible for Programmatic |

## Teaching Activities

| Teaching Year | Sem. | Course Name | Degree(s) | Coord. |
|---|---|---|---|---|

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|---|---|---|---|---|
| 2025/2026 | 2º | Marketing Workshops | | No |
| 2025/2026 | 2º | Digital Media Planning | Post Graduation Program in Marketing Management; | Yes |
| 2025/2026 | 1º | Digital Marketing and E-Business | Bachelor Degree in Marketing Management; | No |
| 2024/2025 | 2º | Marketing Workshops | Bachelor Degree in Marketing Management; | No |
| 2024/2025 | 2º | Digital Media Planning | Post Graduation Program in Marketing Management; | Yes |
| 2024/2025 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |
| 2024/2025 | 1º | Digital Marketing and E-Business | Bachelor Degree in Marketing Management; | No |
| 2023/2024 | 2º | Digital Communication | | Yes |
| 2023/2024 | 2º | Marketing Workshops | Bachelor Degree in Marketing Management; | No |
| 2023/2024 | 2º | Digital Media Planning | Post Graduation Program in Marketing Management; | No |
| 2023/2024 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |
| 2023/2024 | 1º | Digital Marketing and E-Business | Bachelor Degree in Marketing Management; | No |
| 2022/2023 | 2º | Marketing Workshops | Bachelor Degree in Marketing Management; | No |
| 2022/2023 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |
| 2022/2023 | 1º | Digital Communication | | Yes |
| 2021/2022 | 2º | Marketing Workshops | Bachelor Degree in Marketing Management; | No |
| 2021/2022 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |
| 2021/2022 | 1º | Digital Communication | | Yes |
| 2020/2021 | 2º | Marketing Workshops | Bachelor Degree in Marketing Management; | No |
| 2020/2021 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |
| 2020/2021 | 1º | Digital Advertising and Search Engines | Post Graduation Program in Marketing; | Yes |