



THE MARKETING SCHOOL

PLAN FOR THE OPENING OF THE CAMPUS

01.09.2020

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Ensilis, Educação e Formação, Unip. Lda., as founding body of IPAM, elaborates this document, considering the current health requirements caused by SARS-CoV2 (COVID-19) and with the objective of systematizing the principles, rules and procedures on the basis of the organization and functioning of the Academic Year 2020/21 and in the opening of its campuses and services.

Due to finding ourselves in a contingency period, this Plan is of a dynamic and evolving nature and may be revised in accordance with the recommendations and guidelines of the health authorities and from the Government which may be approved.

This plan covers the following premises:

- Building located at **Rua Manuel Pinto de Azevedo 748, 4100-320 Porto**

1. PLAN'S OBJECTIVES

This plan was elaborated on the basis of recommendations issued by the regulatory institutions, namely the Directorate-General of Health (DGS), the Ministry of Science, Technology and Further Education (MCTES) and the National Data Protection Commission (CNPd), among others, having as its principle objectives:

- a. Guaranteeing the start of the new academic year 2020/21 and the unfolding of all academic and non-academic activities fulfilling all safety rules;
- b. Guaranteeing that the teaching and face-to-face assessment maintain as a main rule, particularly in its experimental components, reinforced by innovative teaching and learning practices adapted to a face-to-face teaching system supported by digital technologies, as well as mixed/combined teaching means, broadening and developing learning and teaching manners based on projects, the integration of self-learning and team work methods.
- c. Adopting a set of measures that enable the institution to adapt to the current contingency period, implementing continuous monitoring procedures, which monitor permanently its impact on the respective academic community, in order to implement, in real time, suitable safety measures to each moment, namely in the containment and mitigation of possible risks.

2. ACADEMIC ACTIVITIES

a. Teaching and other learning activities

1. Classes for each study cycle will be carried out in three ways: (i) face-to-face, in which all students participate physically in the sessions in the classroom, (ii) rotational, in which half the class will participate physically in the classroom and the other half will participate remotely through a live streaming system, and (iii) remotely, in which all students participate in the sessions remotely.
2. Semester allocated contact hours for each study cycle will be guaranteed in the following manner:

a. Degree in Marketing Management:

Daytime classes:

- CUs for Fundamentals of Management and for Fundamentals of Marketing: 25% of the hours in a Digital Block (recorded video) + 75% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- CUs for DAG, LAE and Marketing Plan: 100% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- Remaining CUs: 25% of the hours in a Digital Auditorium (online theory-based classes, synchronous, with a duration of 1h00 each, on Mondays) + 75% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- Morning classes may range between 08h00 and 14h00, throughout the 15 week period
- Afternoon classes may range between 14h00 and 19h00, throughout the 15 week period

Evening classes:

- CUs for Fundamentals of Management and for Fundamentals of Marketing: 25% of the hours in a Digital Block (recorded video) + 75% of the hours entirely on a face-to-face system
- Internship CU: guidelines shall run 100% online
- Remaining CUs: 100% of the hours, entirely on a rotative face-to-face system;
- Evening classes may range between 19h30 and 23h30, with 4 to 5 weekly sessions throughout the 15 week period

b. Global Degree in Marketing:

Morning Class:

- CUs for Statistics and Marketing Principles: 25% of the hours in a Digital Block (recorded video) + 75% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)

- CU for Interpersonal Skills: 100% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- CUs for Internship and Final Project: guidelines shall run 100% online
- Remaining CUs: 25% of the hours in a Digital Auditorium (online theory-based classes, synchronous, with a duration of 1h00 each, on Mondays) + 75% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- Classes may range between 08h00 and 14h00, throughout the 15 week period

c. Masters in Marketing Management:

Afternoon class (1st year):

- CUs for Simulator and for Leadership and Negotiation: 100% of the hours in a face-to-face system
- Remaining CUs: 25% of the hours in a Digital Auditorium (online theory-based classes, synchronous, with a duration of 1h00/1h30 each, on Tuesdays) + 75% of the hours in a rotational face-to-face system (50% of the class on campus and 50% assisting at home via live streaming)
- CUs for Strategic Marketing and for Business Law with 10 sessions each, throughout the 15 week period
- Classes may range between 14h00 and 19h00 (face-to-face classes) and between 15h00 and 19h30 (online theory-based classes, on Tuesdays)

Evening class (1st year):

- All CUs: 100% of the hours in a rotative face-to-face system.
- Classes may range between 19h00 and 23h30, with 10 sessions each, throughout the 15 week period
- Evening class (2nd year):
- CU for Dissertation/ Professional Project / Professional Internship: guidelines shall run 100% online
- CUs for Branding, Commercial and Sales Department and New Tendencies of: 100% of the hours in a rotative face-to-face system.
- Classes may range between 19h00 and 23h00, throughout the 15 week period

EaD Class:

- Entirely online, with weekly synchronous sessions
- Two CUs functioning simultaneously, throughout the 7 week period
- (Live) synchronous class sessions range between 21h00 and 23h00, on arranged weekdays (2 CUs, 2 days a week)

d. Global Masters in Marketing:

Afternoon class:

- 25% of the hours in a Digital Auditorium: online theory-based classes, synchronous, with a duration of 5h00 each, on scheduled days

- 75% of the CUs' hours in a rotational face-to-face system: 50% of the class on campus and 50% assisting at home via live streaming
- Two CUs functioning simultaneously, throughout the 6/7 week period
- One CU functioning separately at the end of the semester, throughout the 3 week period
- Classes may range between 14h00 and 19h00, throughout the 15 week period

e. CTandSP:

- Afternoon class:
 - 100% face-to-face system
 - Classes may range between 14h00 and 18h00, throughout the 15 week period
3. The rotational format shall alternate on a weekly basis, meaning, half the class that physically attends one week, shall attend classes remotely the following week, and so on.
 4. The definition of the classes and the respective course units of each course running in a face-to-face, rotational and remote manner was defined by the course's management and approved by the scientific-technical and pedagogical Councils.
 5. All face-to-face and rotational activities shall guarantee compliance with the demanding safety conditions from lecturers, students and collaborators, in accordance with the approved security protocol.
 6. The carrying out of meetings for individual work presentations and/or tutorials, which cannot be done remotely, may also be authorized, in accordance with the approved security protocol.
 7. According to the country's health situation and the Government's guidelines, the closure of face-to-face activities may be ordered, as was the case in March/2020. In that case, all academic activities shall be made remotely.

b. Knowledge assessment

1. The processes of continuous, periodic and final knowledge assessment shall run in a face-to-face manner.
2. Final evaluation periods shall occur face-to-face, in accordance with the calendar schedule defined.
3. It can only be granted, in exceptional circumstances, the carrying out of assessments on a remote basis in given Course Units, as long as they have been duly justified.
4. According to the country's health situation and the Government's guidelines, the closure of face-to-face activities may be ordered, as was the case in March/2020. In that case, all academic activities shall be made remotely.

c. Face-to-face activities to be developed

With the start of the 20/21 academic year, face-to-face activities on campus shall resume, with specific sanitization and containment measures arising from COVID-19 being applied:

- The **opening date** of face-to-face activities shall be defined and informed to students, lecturers and collaborators in advance through the usual communication platforms.
- **All services and spaces shall be made** available to use by students, lecturers and the remaining users of the campus, unless otherwise indicated.
- **Students' Association and Students' Musical Groups:** It is recommended that their activity be reduced to what is strictly deemed necessary, respecting both the norms established by DGS and also those established for the functioning of the Institution.
- The **campuses users** have the following duties:
 - Compliance with the procedures defined for the entry and circulation on campus (use of masks, hand hygiene and temperature self-regulation);
 - Mandatory use of an individual mask;
 - Respect for safety distances when approaching any other student, lecturer or collaborator;
 - Regular hand hygiene before and after being present in any physical space or contact with any equipment;
 - Compliance with the maximum capacity of each space in accordance with the information listed at their entry points;
 - Strict compliance with 2 metre minimum physical distancing;
 - Prohibition of gatherings with more than 10 persons;
 - Compliance with procedures and recommendations listed in the spaces regarding capacity, circulation, distancing and sanitization;
 - Compliance with defined procedures of the Action Plan for the Opening of the Campus.
- The **institution** in turn shall:
 - Define, implement and communicate the Action Plan for the Opening of the Campus to all campus users;
 - Control entries and exits and compliance with the respective risk control procedures ;
 - Guarantee the mandatory use of individual masks and/or visors for all campus users;
 - Guarantee the installation of individual protection in acrylic at front office services when attending students, lecturers and the general public;
 - Guarantee compliance with minimum physical distances between users in teaching zones, service areas and workstations;
 - Guarantee the placement of mandatory physical (2 metres) distancing signs, with reference to hygiene and individual protection measures;
 - Reinforce dispensers throughout the campus;
 - Guarantee the regular sanitization of spaces, with cleaning reinforcement, namely the aeration of spaces, periodic cleaning of workstations in use, elevators, door handles and railings;

- Affix, in all spaces, the health authorities recommendations, in particular those relating to hand washing, distancing, space capacity and circulation rules.

All those elements that attend the institution should carry out daily self-monitoring for signs and symptoms and refrain from travelling to the institution if a compatible symptomatology to COVID-19 arises. In those cases SNS 24 should be contacted, or other lines created for this purpose, in accordance with DGS's norms and guidelines.

Available information shall be provided, namely through the display of posters, concerning the correct hand hygiene, breathing etiquette, physical distancing, mask use by everyone in closed spaces (appropriately placed and constantly used), among others.

3. RULES AND THE FUNCTIONING OF THE CAMPUS

a. Timetables and functioning of services

- **Opening of the Campus:** The campus is scheduled to open on the 7th of September.
- **Opening hours:** The campus shall be open from 7h30 to 24h00. From that closing hour onwards students can no longer remain on the premises.
- **Opening hours for Services:** All services shall be functioning normally in accordance with the timetables communicated in the table listed at the end of this document.
 - For the safety of everyone we request that preference be given to using services via digital and phone channels, limiting face-to-face attendance for more complex situations.
 - It may be implemented processes of prior bookings for face-to-face attendance, in order to guarantee the most efficient service.
 - In any situation, the entry to front office services and waiting to be attended should comply with social distancing rules and in accordance with the services' functioning rules.

b. Access and circulation rules on campus

- **Entry to the Campus:** Campus access shall be made through one single point which shall be controlled by the institution's representatives.
 - All the academic community, including students, lecturers, staff, external collaborators, guests, visitors, suppliers and partners shall comply with the hygiene and safety procedures established in order to enter and circulate on campus.
 - It shall be requested from visitors that they take the necessary individual protection measures, namely the mandatory use of masks, without which they cannot enter the campus, cleaning of hands with gel, as well as the self-regulation of one's body temperature.

- Entry to the campus shall be done in an orderly fashion, in accordance with the identified flows separated by security lanes, complying with the recommended distance from DGS and being controlled by security guards and thus avoiding crowds.
- **Exiting the Campus:** Exits from the campus shall be controlled by the institution's representatives and are duly indicated. For more information, please consult the campus Circulation Plan, at the end of this document.
 - Exiting the campus shall be done in an orderly fashion, in accordance with the identified flows, complying with the recommended distance from DGS and being controlled by security guards and thus avoiding crowds in and out of the institutions.
- **Parking:** The car park is open from 7h30 to 24h00. Access to the campus is exclusively done by the main entrance, with other access points to the interior of the buildings being closed.
- **Elevators:** The use of elevators should be avoided and should be done in accordance with the capacity listed on each equipment.
- **Circulation flows:** The campus will be identified with the circulation flow signalled through direction signs on the ground or on the walls. There will exist whenever possible, distinctive circulation flows, with them being made **always from the right** to maximize distancing in the circulation lanes. Restrictions may exist in given zones, as well as limited access zones at this phase. Consult the campus Circulation Plan, available at the end of this document.
- **Space capacity:** All spaces shall be duly indicated upon entry, through signs, of their capacity in terms of use, with the possibility of specific indications being given of spaces available for use and those that should not be used (ex.: in the classrooms places available are marked). It is the responsibility of each user to guarantee they comply with the capacity rules of each space, with **groups of more than 10 persons being avoided**
- **Staying in spaces:** Remaining in given zones, such as study rooms and canteens, bars, meal zones, seating areas, shall be controlled in order to avoid the gathering of persons and guaranteeing necessary distancing.
- **Attendance registration on campuses:** The attendance record of students on campus should be carried out through the reading of the student's card from the attendance control equipment, existing at the entry of classrooms and at the entry of the campuses. This information is fundamental in the case of a "positive" case situation, so that the institution may contact those who may have been potentially exposed in order to control in a more effective manner and contain a possible contagion.

c. Use of specific spaces

- **Classrooms and laboratories:**

- In rooms it is mandatory the use of masks and distancing measures should be maintained, guaranteeing maximum space between persons.
- In all rooms it shall be identified, with the corresponding signs, seats available and those that cannot be used, complying with physical distancing between persons, of at least, 1 metre, without compromising the normal functioning of the academic activities, in accordance with the guidelines defined by DGES.
- It is recommended hand hygiene before entering and leaving each room, being available for this purpose alcohol-gel dispensers at access zones.
- **Auditoriums:** In auditoriums, all the rows may be occupied with mismatched seating arrangements, a one seat interval between persons, with the available and unavailable places being identified.
- **Libraries and Study rooms:** In libraries, study rooms and similar locations, it should be maximized physical distancing between persons, the capacity of spaces and using only the seats identified as available.
- **Gyms:** In the use of the gyms all individual sanitization measures should be complied with, as well as the appropriate fulfilment of physical distancing and the capacity of spaces.
- **Cafeteria, Bars and Vending:**
 - The use of cafeteria spaces, bars and meal zones should be made complying with the indications concerning the capacity of spaces, always leaving a vacant seat between users;
 - Compliance with the distancing rules of at least 2 metres for the queues accessing the lanes and service counters;
 - The use of vending equipment or microwaves should be preceded by sanitizing the hands by the user, using gel that shall be made available for this purpose next to the referred equipment;
 - Objects and equipment of community use shall be abolished, including water jugs, among others;
 - These spaces are to be used exclusively for meals or for cafeteria services, not being permitted a person's stay for other purposes, namely social gatherings, or any kind of leisure and/or academic get-togethers;
- **Meeting Rooms and staff room for lecturers:** In the use of meeting rooms or staff rooms, the maximum capacity should be complied with and maintained the recommended protocol for distancing.

d. Hygiene and Safety Plan

We have proceeded with the implementation of a specific sanitization plan for the campus, with the following objectives:

- **Cleaning and sanitization of spaces:**
 - Strengthening the cleaning team, increasing the frequency for cleaning the spaces to several times a day, with particular emphasis to zones with greater circulation

- and use (railings, switches, handles, POS, ATMs, vending machines, bathrooms, elevators, call buttons, waiting rooms, etc.)
- Avoid the existence of materials used by multiple users (ex. magazines, leaflets, water bottles)
 - Use of cleaning and disinfectant products in accordance with that defined in the Standards of DGS 014 2020.
 - Specific training to cleaning staff for the correct use of such products.
 - **Cleaning of common spaces:** Cleaning every 2 in 2 hours, areas of greater use and common spaces. Provision of dispensers with a disinfectant solution for passageways, meal zones, common spaces and vending machines.
 - **Cleaning of classroom spaces:** Cleaning of practical-based classrooms and laboratories after each use, whenever it is possible, in accordance with the recommendation from DGS.
 - **Cleaning of service spaces:** Cleaning of service spaces twice a day, having material provided for the individual cleaning of one's workstation. Provision of dispensers with a disinfectant solution for offices and meeting rooms, or other closed spaces.
 - **Opening of doors:** Whenever it is possible gates and doors shall remain open in order to avoid constant touching of surfaces and to permit a greater air circulation within spaces;
 - **Air renewal:** Priority will be given to air renewal and the airing of rooms and spaces between users through the opening of windows and doors. In spaces with mechanical air ventilation (HVAC system - Heating, Ventilation and Air Conditioning), air renewal shall be made in compliance with all of DGS's requisites, namely the frequency of air renewal, the cleaning and maintenance of equipment.
 - **Personal hygiene:** Campus users will have at their disposal several alcohol-gel dispenser devices, in order to permit a regular sanitization of hands, at the entry and exit of buildings, rooms and common spaces. Create conditions so that at all workstations there exists material for the cleaning of equipment and surfaces.
 - **Personal protection:** Use of acrylic-made physical barriers, whenever close contact is foreseen.

e. Security and Containment Procedures

1. Creation of **general conditions** of health and safety:

- Control of entries and exits and compliance with the respective risk control procedures (use of masks, hand hygiene and temperature self-regulation);
- Mandatory use of individual masks and/or visors for all users of the campus;
- Compliance with the minimum physical distance between users in the teaching zones, service areas and workstations;
- Installation of acrylic-based individual protection equipment at front office service points for when assisting students, lecturers and the general public;
- Placement of mandatory (2 metre) physical distancing signals, with reference to hygiene and individual protection measures;
- Reinforcement of dispensers throughout the campus;
- 24 hour security, controlling entries and exits;

- Regular cleaning of spaces, with cleaning reinforcement, namely the airing of spaces, periodic cleaning of workstations in use, elevators, door handles and railings;
 - Reinforcing the cleaning of *vending* machines by the institution's cleaning staff, as well as the provision of disinfectant gel dispensers in close proximity;
 - In sanitary facilities, and whenever possible, the entrance doors should never be kept entirely closed, in order to avoid users touching the handles;
 - Whenever possible, air renewal practices should be developed, namely the opening of windows.
2. Creation of **specific conditions** of health and safety:
- Cleaning of practical-based classrooms and laboratories after each use, whenever it is possible, in accordance with the recommendation from DGS;
 - Provision of disinfectant gel dispensers in laboratories in order to permit the cleaning of material /equipment after its use.
3. Supply of **individual protection equipment** to students, lecturers and collaborators according to the length of their stay on campus and the services provided.
- To students, the supply of reusable masks at the start of the academic year;
 - To lecturers and remaining collaborators, the supply of reusable masks that permit the fulfilment of their scheduled work activities.

All those elements that attend the institution should carry out daily self-monitoring for signs and symptoms and refrain from travelling to the institution if a compatible symptomatology to COVID-19 arises. In those cases SNS 24 should be contacted, or other lines created for this purpose, in accordance with DGS's norms and guidelines.

4. CONTAINMENT PLAN

Shall remain in force the procedures defined in the Covid-19 Containment Plan, in the event of the identification of a person with symptoms within the Institution.

1. General Rule for the prevention of contagion

All those elements that attend the institution should carry out daily self-monitoring for signs and symptoms and refrain from travelling to the institution if a compatible symptomatology to COVID-19 arises. In those cases SNS 24 should be contacted, or other lines created for this purpose, in accordance with DGS's norms and guidelines.

a. Person with symptoms within the Institution

- Collaborators and Students: in the case of symptoms whilst remaining in the institution's space one shall go to the campus reception and inform them of their suspicion. The service shall refer the person to the isolation area: Brazil Meeting Room, next to the garden well;
- After being in the isolation area, the person in question should contact **SNS 24 (808 24 24 24)** and equip themselves with the surgical mask located in the room;
- If a possible contagion has been indicated the responsible for the campus should close the isolation room for its sanitization.

b. Person with symptoms - Validated

- The collaborator/student should inform the institution if SNS24 has considered the situation as a suspicious case.
- The sick person should remain in the "isolation" area (wearing the surgical mask), until the arrival of the team from the National Institute for Medical Emergency (INEM), activated by DGS, who safeguards the transportation to an indicated Hospital, where biological samples are gathered for lab tests;
- Access of other workers to the "isolation" area remains closed (except to workers designated to provide assistance);
- The institution collaborates with the Local Health Authorities in the identification of close contacts to the sick person (If the suspicion is validated);
- The institution informs the occupational physician responsible for monitoring worker's health;
- The institution informs the community of the existence of a validated suspicious case, awaiting the lab tests, in accordance with the communication procedures established in the Contingency Plan.

c. Person with symptoms - Confirmed

If the case is confirmed, the "isolation" area should remain closed until the validation of decontamination (cleaning and disinfection) by the Local Health Authority. This closure can only be lifted by the Local Health Authority.

The institution should:

- Arrange the cleaning and disinfection (decontamination) of the "isolation" area;
- Reinforce the cleaning and disinfection, particularly for surfaces frequently handled and most used by the confirmed sick person, with greater probability of being contaminated. Give special attention to the cleaning and disinfection of the workstation /classrooms of the confirmed sick person (including material and equipment used by them);
- Store the waste of the Confirmed Case in a plastic bag (with a thickness of 50 or 70 micron) which, after being sealed (ex. with a clamp), should be segregated and sent to a licensed operator for the management of hospital waste with biological risks.

- The institution should inform the respective Occupational Physician responsible and proceed with the sending of an email to drh@universidadeeuropeia.pt describing the situation.
- The Local Health Authority, in close coordination with the occupational physician, communicates to DGS information concerning measures implemented by the company, and the health status of close contacts to the sick person.
- For contact management purposes to the Local Health Authority, in close coordination with the institution the occupational physician, should:
- Identify, list and classify the close contacts (including casual ones);
- Proceed with the necessary following-up of the contacts (phone daily, inform, advise and reference, if necessary).

2. Confirmed case of Contagion

In the case of a confirmed contagion situation, the organization must be informed immediately through the sending of an email to [Coordinating Office of Covid-19 - Universidade Europeia & IPAM \(contagiocovid@universidadeeuropeia.pt\)](mailto:contagiocovid@universidadeeuropeia.pt), indicating the probable date of contagion and the attendance dates on campus.



ANNEX I

CONDITIONS FOR THE OPENING AND FUNCTIONING OF SERVICES

TIMETABLES AND WORKING RULES FOR SERVICES AND SPACES			
Student Services	Timetable	Occupancy	Conditions of Use
Reception	07:30 - 24:00	1	First come first served basis, complying with safety distances
Faculty Services	09:00 - 18:00	1	
Library	09:00 - 18:00	Reading room: 20 Collab: 1	First come first served basis, complying with safety distances
Study Room	07:30 - 24:00	20 seats	Closed access to shelves
International Office	09:00 - 18:00	1	Reduced capacity Mandatory use of a mask
Employability Office			First come first served basis, complying with safety distances
Admissions Service	10:00 - 19:00	3	
Teaching Staff Room coordinators	07:30 - 24:00	4	Mandatory use of a mask
Coordinators room	07:30 - 24:00	6	Mandatory use of a mask



ANNEX II

CIRCULATION PLAN ON CAMPUSES

PISO 0 / FLOOR 0



PISO 3 / FLOOR 3

