



Masters • Porto

COMMUNICATION, MARKETING AND DIGITAL MEDIA



Direction

Alexandra Figueira
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Secretariat

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Duration

2 Years

Credits

120 ects

Presentation

STUDY PLAN

1st Year / No Branch Name

1º Semestre	ects	2º Semestre	ects
Digital Media and Algorithmic culture	7.5	Neuromarketing and Consumer Behavior	8
Foundations of Marketing	7.5	Option	6
Media, Communication and Society	7.5	Strategic Communication and Advisory	8
Research Methodologies	7.5	No Name	8

2nd Year / No Branch Name

Anual	ects	1º Semestre	ects
No Name	55	Project Seminar	5

Linha direta
para o teu futuro



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