



Bachelor • Porto

APPLIED COMMUNICATION



Direction

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Secretariat

Susana Oliveira
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Duration

3 Years

Credits

180 ects

Exams

Have one of the following national exams:

- 11 História
- 17 Matemática Aplicada às Ciências Sociais
- 18 Português

Presentation

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Fundamentals of Marketing	6	Communication Models and Theories	6
History of the Media	7	Sociology of the Media and Public Opinion	5
Research Methodologies	5	Text and Discourse Analysis Methods	6
Techniques of Written Expression	6	Theory of Public Relations	6
Theory of Advertising	6	No Name	7

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Communication and Information Law	6	Consumer Behaviour	6
Strategic Marketing	6	Creative Processes	6
Visual Culture	6	Ethics and Media Responsibility	6
No Name	6	Operational Marketing	6
No Name	6	Semiotics of Advertising	6

3rd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Digital Marketing	6	Advertising Workshop	6
Organizational Communication	6	Internship/Project	12
Political Communication	6	Marketing Workshop	6
No Name	6	Public Relations Workshop	6
No Name	6		

Linha direta
para o teu futuro



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