



**Bachelor • Lisboa**

# APPLIED COMMUNICATIONS: MARKETING, ADVERTISING AND PUBLIC RELATIONS



## Direction

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## Secretariat

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## Duration

3 Years

## Credits

180 ects

## Exams

Have one of the following sets:

- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 11 História and 18 Português
- 06 Filosofia and 18 Português
- 13 Inglês and 18 Português
- 04 Economia and 17 Matemática Aplicada às Ciências Sociais
- 09 Geografia and 18 Português

## Presentation

The 1st cycle course in Applied Communication, Marketing, Advertising and Public Relations is integrated in the School of Communication, Arts and Information Technologies (ECATI) of ULHT and has as goal to form specialists able to present and analyze information in order to support decision making, the promotion and the development of activities in marketing and communication in the context of communication management, whether in public or private organizations. The course involves a group of themes of elementary training that allow the future professionals to act with scientific rigor, technological current knowledge and capacity to manage strategically and in operations in domains that include the analysis, conception, production and implementation of programmes in marketing, advertising and public relations. The Certification of 1st Study Cycle in Applied Communications: Marketing, Advertising and Public Relations aims to provide competencies and elementary preparation in entrepreneurial studies within marketing theory, particularly in advertising and public relations, allowing the professional to succeed in his/hers tasks.

# STUDY PLAN

## 1st Year / Common Core

| 1º Semestre                         | ects | 2º Semestre                       | ects |
|-------------------------------------|------|-----------------------------------|------|
| Design                              | 6    | Applied English                   | 2    |
| Image Analysis Methods              | 6    | Communication and Globalization   | 4    |
| Text and Discourse Analysis Methods | 6    | Communication Models and Theories | 4    |
| Theory of Advertising               | 6    | Digital Image Computing           | 6    |
| Theory of Marketing                 | 6    | Media Theory                      | 4    |
|                                     |      | Statistics                        | 4    |
|                                     |      | Theory of Public Relations        | 6    |

## 2nd Year / Common Core

| 1º Semestre                        | ects | 2º Semestre                            | ects |
|------------------------------------|------|--|------|
| Communications Management          | 4    | Internal Communication                 | 4    |
| Creative Processes                 | 4    | International Marketing                | 4    |
| History of the Media               | 4    | Market Studies                         | 4    |
| Research and Investigation Methods | 4    | Multimedia Computing and Interactivity | 6    |
| Semiotic                           | 4    | Operational Marketing                  | 4    |
| Strategic Marketing                | 4    | Resource Planning                      | 4    |
| Techniques of Written Expression   | 6    | Visual Culture                         | 4    |

## 3rd Year / Common Core

| 1º Semestre                      | ects | 2º Semestre                                    | ects |
|----------------------------------|------|--|------|
| Advertising Workshop             | 6    | Business Communication Seminar / Internship II | 12   |
| Marketing Seminar / Internship I | 12   | Consumer Behaviour                             | 4    |
| Marketing Workshop               | 6    | Digital Marketing                              | 6    |
| Public Relations Workshop        | 6    | Introduction to Economy                        | 4    |
|                                  |      | Launching New Products                         | 4    |

Linha direta  
para o teu futuro



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