



Postgraduation • Lisboa

DIGITAL MARKETING



webhr

Direction

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Secretariat

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Duration

0 Years

Credits

25 ects

Presentation

UNIVERSIDADE
LUSÓFONA



CENTRO
UNIVERSITÁRIO
LISBOA



escola
de comunicação,
arquitetura,
artes e tecnologias
da informação

STUDY PLAN

1st Year / Common Core

1º Semestre	ects
Applied Project in Digital Marketing	4.5
Content Marketing	2
Digital Analytics	2
Digital and Business Strategy	1
Digital Law	1
Digital Marketing	2
E-Commerce	2
E-mail Marketing	2
Introduction to Artificial Intelligence	1
Search Engine Advertising	2.5
Search Engine Optimization	2.5
Social Media Marketing	2.5
Workshop - Domains and Hosting	0
Workshop - Image Editing	0
Workshop - Prompt Engineering applied to SEO	0
Workshop - Psychology Applied to e-Commerce	0

Linha direta
para o teu futuro



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