



Postgraduation • Lisboa

E-COMMERCE – ONLINE EDITION

Direction

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Secretariat

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Duration

0 Years

Credits

26 ects

Presentation

UNIVERSIDADE
LUSÓFONA



CENTRO
UNIVERSITÁRIO
LISBOA



escola
de comunicação,
arquitetura,
artes e tecnologias
da informação

STUDY PLAN

1st Year / Common Core

Anual	ects
Business Management	1
Customer Service and CRM	1
Digital Law	1
E-commerce applied Project	4.5
E-commerce Fundamentals	2
Introduction to Artificial Intelligence	1
Marketing Email and Automation	2.5
Marketing for E-commerce	1
Online Store Solutions and Implementation	2.5
Reporting and Digital Analytics	2
Search Engine Advertising	2.5
Search Engine Optimization	2.5
Social Commerce	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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