

Masters • Lisboa

COMMUNICATION, MARKETING AND DIGITAL MEDIA



Direction

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Secretariat

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Duration

2 Years

Credits

120 ects

Presentation

In a society where the means of production and distribution are constantly changing, this Master programme combines the key areas of a communication strategy: the digital element, communication and marketing, making it possible to ground knowledge and competencies, as well as a reflection on the technology-based changes in corporate behavior and target reception.

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Communications Management	6	Communication Planning	6
Consumer Behaviour	6	Digital Marketing	6
Creation of Web Content	6	Operational Marketing Management	6
Strategic Marketing Management	6	Option I	6
		Option II	6
		Social Media Management and Strategies	6

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Digital Communication Seminar	10	Dissertation / Project / Internship Report	30
Research Methodologies in Communication	8		
Support for Dissertation/Project or Internships	12		

Linha direta
para o teu futuro



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