

Masters • Lisboa

# COMMUNICATION, MARKETING AND DIGITAL MEDIA



## Direction

Rui Estrela  
restrela@ulusofona.pt

## Secretariat

Sónia Luís  
sonia.luis@ulusofona.pt

## 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



963 640 100



217 515 500



info@ulusofona.pt



@u.lusofona.pt

WWW.ULUSOFONA.PT