

PÓS-GRADUAÇÃO

POSTGRADUATION



CORPORATE COMMUNICATION AND ORGANIZATIONAL CULTURE

Direction

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ECTS

30 ects

UNIVERSIDADE
LUSÓFONA



CENTRO
UNIVERSITÁRIO
LISBOA

Presentation

In an environment of constant scrutiny and demands for transparency, corporate communication is the cornerstone of organizational legitimacy. This program is based on the premise that communication is inseparable from culture: values, leadership, and internal dynamics. It offers an integrated and critical approach, focused on cultural assessment, the use of Artificial Intelligence for data analysis, and the management of complex crisis scenarios and political influence. The course culminates in an Applied Project (Action Learning), in which students develop a strategic intervention for their own organization.

1st Year | No Branch Name

Anual

Communication and Reputation Strategy
Crisis Management and Political Communication
Cultural Diagnosis and Applied AI
Culture, Identity, and Organizational Meaning
Governance and Digital Ecosystems
Seminar and Applied Project

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FAZER
NOVOS
FUTUROS



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