

## Degree in Marketing, Advertising and Public Relations

**Coordinator:**

- Prof. Dr. Eng. Pedro Sousa

**Duration:**

- 3 school Years

**Possible Careers:**

- Image Consultancy
- Designer
- Marketing Manager
- Product/ Brand Manager
- Commercial Strategy Manager
- Management Positions in Communication and Public Relations

### Degree in Marketing, Advertising and Public Relations: **1st year**

Code	Identification	Semester Type	Hours	ects
31000	Introduction to Law	Autumn	2 / TP	5
31001	Communication Techniques	Autumn	3 / TP	5
31002	Marketing	Autumn	3 / TP	5
31003	Information Technology	Autumn	2 / TP	5
31004	English I	Autumn	2 / TP	5
31005	Communication Theory	Autumn	3 / T	5
31048	Information Technology (Post Labor)	Autumn	2 / TP	5
31022	Industrial and Service Marketing	Spring	3 / TP	6
31006	English II	Spring	2 / TP	5
31007	Semiology	Spring	3 / T	4
31009	Interpersonal Relations	Spring	2 / TP	5
31010	Sociology of Communication	Spring	2 / TP	5
31011	General Accounting	Spring	3 / TP	5

Degree in Marketing, Advertising and Public Relations: **2nd year**

Code	Identification	Semester Type	Hours	ects
31012	English III	Autumn	2 / TP	5
31013	Communication of Advertising	Autumn	3 / TP	5
31015	Discourse Theory and Analysis	Autumn	2 / TP	4
31016	Public Relations I	Autumn	3 / TP	6
31017	Business Management	Autumn	2 / TP	5
31045	Information Technology Applied to Advertising	Autumn	3 / TP	5
31046	Public Relations II	Autumn	2 / TP	6
31023	Communication and Advertising Law	Spring	2 / T	4
31018	Commercial Management	Spring	2 / TP	4
31021	Statistics	Spring	3 / TP	5
31014	Economics	Spring	3 / TP	5
31008	Strategic Marketing	Spring	3 / TP	6

Degree in Marketing, Advertising and Public Relations: **3rd year**

Code	Identification	Semester Type	Hours	ects
31024	Human Resources Management	Autumn	2 / TP	5
31026	Merchandising and Direct Marketing	Autumn	3 / TP	6
31027	Price Management	Autumn	2 / TP	5
31028	Protocol	Autumn	3 / TP	4
31029	Consumer Behaviour	Autumn	2 / TP	5
31047	Market Research	Autumn	3 / TP	5
31030	Marketing and Innovation	Spring	2 / TP	4
31031	International Marketing	Spring	3 / TP	4
31032	Graphic Design	Spring	2 / TP	4
31033	Training	Spring	400 / E	18