



Bachelor • Porto

APPLIED COMMUNICATION



Direction

Ana Filipa Oliveira
ana.filipa.oliveira@ulusofona.pt

Secretariat

Susana Oliveira
susana.oliveira@ulusofona.pt

Duration

3 Years

Credits

180 ects

Exams

Have one of the following sets:

- 11 História and 17 Matemática Aplicada às Ciências Sociais
- 11 História and 18 Português
- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 13 Inglês and 18 Português
- 04 Economia and 17 Matemática Aplicada às Ciências Sociais
- 09 Geografia and 18 Português

Presentation

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Fundamentals of Marketing	6	Communication and Multimedia Design	7
History of the Media	7	Communication Models and Theories	6
Research Methodologies	5	Sociology of the Media and Public Opinion	5
Techniques of Written Expression	6	Text and Discourse Analysis Methods	6
Theory of Advertising	6	Theory of Public Relations	6

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Communication and Information Law	6	Consumer Behaviour	6
Communications Department	6	Creative Processes	6
Event Management and Organisation	6	Ethics and Media Responsibility	6
Strategic Marketing	6	Operational Marketing	6
Visual Culture	6	Semiotics of Advertising	6

3rd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Communication for Social Change	6	Advertising Workshop	6
Content Production for the Digital Media	6	Internship/Project	12
Digital Marketing	6	Marketing Workshop	6
Organizational Communication	6	Public Relations Workshop	6
Political Communication	6		

Linha direta
para o teu futuro



963 640 100



217 515 500



info@ulusofona.pt



@u.lusofona.pt

WWW.ULUSOFONA.PT