

Postgraduation • Lisboa

MARKETING AND BRAND STRATEGIES



Direction

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Secretariat

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Duration

0 Years

Credits

16 ects

Presentation

In an increasingly globalised and competitive world, with new formats and business models, brands are operating in a highly challenging environment that is difficult to penetrate. It is therefore essential that they are able to readapt and restructure their business strategy in order to leverage their competitive advantage. Stakeholders are more demanding than ever and need more innovative, differentiating brands with a unique value proposition. Emerging from an in-depth analysis of branding, the postgraduate course in Marketing and Brand Strategies aims to develop the fundamental components of marketing, brand management, the strategies to be considered, the experiences between the consumer and the organisation, the context of brands in various channels, as well as reputation management, emerging trends and the ethical challenges facing any brand.

STUDY PLAN

1st Year / Common Core

| Anual | ects |
|-----------------------------------|------|
| Analytical Performance | 0 |
| Brand Management | 0 |
| Brand Reputation | 0 |
| Brands and Ethics | 0 |
| Brands on Social Media | 0 |
| Consumer Behaviour | 0 |
| Foundations of Marketing | 0 |
| New Trends in Brand Communication | 0 |
| Project | 16 |
| Search Engine Marketing | 0 |
| Seminar on Brands | 0 |
| Strategy and Business Models | 0 |

Linha direta
para o teu futuro



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