



Postgraduation • Lisboa

# E-COMMERCE – ONLINE EDITION

## Direction

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## Secretariat

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## Duration

0 Years

## Credits

26 ects

## Presentation

UNIVERSIDADE  
LUSÓFONA



CENTRO  
UNIVERSITÁRIO  
LISBOA



escola  
de comunicação,  
arquitetura,  
artes e tecnologias  
da informação

# STUDY PLAN

## 1st Year / Common Core

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Anual	ects
Business Management	1
Customer Service and CRM	1
Digital Law	1
E-commerce applied Project	4.5
E-commerce Fundamentals	2
Introduction to Artificial Intelligence	1
Marketing Email and Automation	2.5
Marketing for E-commerce	1
Online Store Solutions and Implementation	2.5
Reporting and Digital Analytics	2
Search Engine Advertising	2.5
Search Engine Optimization	2.5
Social Commerce	2.5
Workshop - Domains and Hosting	0
Workshop - Image Editing	0
Workshop - Prompt Engineering applied to SEO	0
Workshop - Psychology Applied to e-Commerce	0

Linha direta  
para o teu futuro



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