



Masters • Porto

COMMUNICATION, MARKETING AND DIGITAL MEDIA



Direction

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Secretariat

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Duration

2 Years

Credits

120 ects

Presentation

The Master's in Communication, Marketing and Digital Media provides graduates from different areas with relevant, multifaceted and transversal skills that enable them to enter a highly competitive and increasingly complex labour market. The course syllabus is structured in such a way as to provide advanced training for students in the area of strategic communication with specialised skills in the areas of marketing and digital media. This training is aimed at pursuing professional and/or research careers in the area of strategic communication, with a focus on marketing and digital media. In the second year of the Master's in Communication, Marketing and Digital Media, students have the option of completing a dissertation or project work, or a professional internship and respective internship report.

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Digital Media and Algorithmic culture	7.5	Branding and Storytelling	8
Foundations of Marketing	7.5	Neuromarketing and Consumer Behavior	8
Media, Communication and Society	7.5	Option	6
Research Methodologies	7.5	Strategic Communication and Advisory	8

2nd Year / Common Core

Anual	ects	1º Semestre	ects
Dissertation / Project / Internship	55	Project Seminar	5

Linha direta
para o teu futuro



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