

Postgraduation • Lisboa

ADVERTISING AND DIGITAL COMMUNICATION STRATEGIES



Direction

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Secretariat

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Duration

0 Years

Credits

30 ects

Presentation

The aim of this postgraduate course is to provide participants with strategic knowledge about the management of brand communication and advertising today, integrating the new digital scenarios, which are constantly changing and redefining the roles of the professionals involved. The introduction of communication technologies has not only led to improvements in working methodologies, but also to intense changes in the way communication is planned and created.

STUDY PLAN

1st Year / Common Core

Anual	ects
Communication and Marketing	5
Creativity and Advertising Strategies	5
Luxury Brand Management	3
Media Planning and Audience Studies	3
Out of Home and Digital Content Production	5
Press Office	3
Public Relations and Events	3
Social Media and Content Marketing	5
Workshop / Seminar	1

Linha direta
para o teu futuro



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