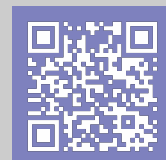


Postgraduation • Lisboa

COMMUNICATION AND ADVISORY IN SPORTS



Direction

Jorge Ventura
jorge.bruno@ulusofona.pt

Secretariat

Jorge Ventura
jorge.bruno@ulusofona.pt

Duration

1 Year

Credits

16 ects

Presentation

The aim of this course is to contribute to complementing the spectrum of the field of communication. A science that was only defined as such in the 20th century, the world of communication has developed through fields of study such as public relations, social communication, advertising, publicity, marketing and graphic design. Far from being a new segment - in fact, it was 120 years ago that Ivy Lee founded the first public affairs office - consultancy is now a fundamental area of communication intervention. The aim of this postgraduate course is therefore to provide skills and knowledge, shared by professionals of unquestionable renown, that will streamline know-how and represent added value for all those who seek theoretical and, above all, practical enrichment.

STUDY PLAN

1st Year / No Branch Name

Anual	ects
Communication Consultancy and Press Office in Sport	0
Crisis Communication Management	0
Digital Communication and Content Production	0
Influence Communication	0
Institutional Communication - Sports Organisations	0
Media Relations	0
Media Training	0
Project	16
Social Media Management	0
Sports Marketing	0
The Sports Phenomenon - A Contemporary Framework	0
Workshop "Behind the interview"	0
Workshop IV - Field Work	0
Workshop 1	0
Workshop 2	0
Workshop 3	0

Linha direta
para o teu futuro



963 640 100



217 515 500



info@ulusofona.pt



@u.lusofona.pt

WWW.ULUSOFONA.PT