

Postgraduation • Lisboa

MARKETING FOR INFLUENCERS



Direction

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Secretariat

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Duration

0 Years

Credits

30 ects

Presentation

No, being an influencer is not a hobby, nor is it something for people who don't want to study or work. We know that it is a valid, valuable and extremely challenging activity, given the competitive and volatile environment in which it operates. However, the effective exercise of any profession requires specific knowledge appropriate to the role. Therefore, investing in specific training is the best tool for surviving and excelling in the digital ecosystem. This postgraduate course was designed for those who, like you, want to acquire the necessary skills for specialisation and professionalisation in a successful career in influencer marketing. The course takes a current and holistic view of the practices to be implemented to become a competent and autonomous professional. It enhances and capitalises on your presence on social media, engaging your community and gaining market recognition. Learn to manage your personal brand as a strategy without losing your authenticity.

STUDY PLAN

1st Year / No Branch Name

Anual	ects
AI for influencers	0
Being an Influencer	0
Brand Content e Storytelling	0
Creative processes in digital communication	0
Data Analysis and Social Media Metrics	0
Digital consumer behaviour and virtual communities	0
Ethics, Digital Responsibility and Regulation	0
Influencer agencies	0
Influencer marketing strategies	0
Introduction to influencer marketing	0

Linha direta
para o teu futuro



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