

ECTS Information Package: Degree Programme

Bachelor's degree in

MEDIA STUDIES

www.gri.ipt.pt

A - General Description

Programme Title - Comunicação Social

Qualification awarded - Bachelor's degree in Media Studies

Level of qualification - First-Cycle degree, ISCED Level 5, EQF Level 6

Specific admission requirements

General

In order to be eligible to this bachelor's degree, students must hold the high-school diploma or legally equivalent qualification. Application can also be made through the following special entry routes:

- Students coming from the Portuguese education system through re-admission, degree change and transfer schemes;
- Holders of a Foundation Course Diploma (CET);
- Adults aged more than 23 who have passed tailor-made examinations intended to assess their ability to pursue higher education studies;
- Holders of Intermediary or Graduate degree diplomas;
- Students coming from foreign higher education.

Specific

Applicants who have passed one of the following national access examinations are accepted for direct entry in the Media Studies program: (06) Philosophy or (09) History or (11) History or (18) Portuguese with a minimum score of 95 points out of 200.

Without prejudice to the general admission requirements and based on IPT's internal regulations, the following applicants may be admitted to the bachelor's degree, but subject to admission quotas:

- applicants coming from the following regions: Castelo Branco, Leiria, Portalegre and Santarém (30%);
- candidates who have completed level-4 Vocational Programs (20%).

Specific arrangements for recognition of prior learning (formal, non-formal and informal)General

Procedures on the recognition of credits gained in previous learning are established in the regulations for the Recognition and Validation of Qualifications and Skills of ESTA-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4226>

Specific

Not applicable.

Qualification requirements and regulations:

180 ECTS credits distributed across 6 curricular semesters (3 years), each with 40 weeks of full-time study (20 weeks per semester). Total study hours per year: 1620 (1 ECTS credit = 27 study hours).

The course structure comprises 6 compulsory modules per semester (except for the last one), of which 27 are compulsory (including 4 of the relevant curriculum) and 6 optional modules (of which 4 must belong to the relevant curriculum and the other 2 can be from another curriculum or general/transversal). Optional modules are distributed among the second and the sixth semester of the program (1 per semester except for the last one which includes 2). In the final semester the students have to choose between Curricular Internship or Entrepreneurship Project.

Profile of the program:

Key learning outcomes:

Holders of a bachelor's degree in Media Studies should:

- be familiar with the terminology and have good scientific foundations of communication and media in general and of the core areas in their selected profile, in particular. Media and Audiovisual/Online Communication for the journalism profile; Corporate Communication and Marketing for the corporate communication profile;
- know, conceptualise and apply communication methods, techniques and tools using different technologies within professional contexts;
- understand the similarities and differences between the two major communication areas that correspond to the two profiles available in the program: Journalism and Corporate Communication;
- in the Journalism profile, students are expected to develop the following competences: producing written and audiovisual contents; carrying out photo reportage and creating informative websites;
- in the Corporate Communication profile, students are expected to develop the following competences: providing consultancy in the spheres of communication and marketing; drawing up communication and marketing plans; coordinating and implementing communication and marketing actions; providing media advice; drawing up webmarketing and digital marketing plans; managing events; preparing market surveys; coordinate advertising campaigns.

Occupational profiles of graduates with examples:

Career prospects for the graduates from this program include working with private and public organisations in both academic profiles. Among these organisations are companies engaged in journalistic activities (of varied dimension, at local, national level and in different areas from written press to audiovisual, on-line and radio); communication bureaus (public or private); local, regional and national government bodies; enterprises of varied activity sectors (who need to develop their own communication strategy); foundations/associations and others (engaged in the organisation of events).

Graduates from this program are prepared to perform as:

Journalism Profile:

- Press Journalists
- On-line Journalists
- Radio Journalists
- TV and Agency journalists
- Multimedia journalists
- Photojournalists
- Audiovisual technicians
- Content producers and editors

Corporate Communication Profile:

- Communication and marketing consultants
- Press Advisers
- Public Relations
- Event organiser and manager
- Content Managers

Access to further studies:

The bachelor's degree in Media Studies allows access to second-cycle and postgraduate programs according to applicable admission regulations.

Course structure diagram with credits

Course Title	Year	Semester	Credits
	1	S1	5.5
	1	S1	5.5
	1	S1	4.5
op: German (*)	1	S1	4.5
op: French (*)	1	S1	4.5
English and the Media	1	S1	4.5
Introduction to Marketing	1	S1	5
Journalistic Genres	1	S1	5
	1	S2	5
op: German Applied to Corporate Communication (*)	1	S2	5
op: (*)	1	S2	5
op: (*)	1	S2	5
op: Marketing Strategies (*)	1	S2	5
op: (*)	1	S2	5
op: (*)	1	S2	5
op: Digital Marketing (*)	1	S2	5
	1	S2	4
	1	S2	5
op: German Applied to Journalism (*)	1	S2	5
op: Cyberculture (*)	1	S2	5
op: (*)	1	S2	5
op: (*)	1	S2	5
op: (*)	1	S2	5
op: (*)	1	S2	5
op: Television Production and Direction (*)	1	S2	5
	1	S2	7
	1	S2	5
Political and Economic History	1	S2	5
	2	S1	5

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Course structure diagram with credits (cont.)

Course Title	Year	Semester	Credits
op:	2	S1	
	2	S1	4.5
	2	S1	5
op:	2	S1	
	2	S1	4.5
Communication Theories	2	S1	4
	2	S2	5
op:	2	S2	
	2	S2	4
	2	S2	4
	2	S2	5
op:	2	S2	
	2	S2	5
	3	S1	4
	3	S1	5
op:	3	S1	
	3	S1	4.5
	3	S1	5
op:	3	S1	
	3	S1	4.5
	3	S2	5
op:	3	S2	
	3	S2	5
op:	3	S2	
	3	S2	5
op:	3	S2	
	3	S2	5
op:	3	S2	
	3	S2	5

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Course Title	Year	Semester	Credits
Applied English	1	S2	4
	2	S1	7

Journalism Laboratory	2	S1	5
	2	S2	7
	2	S2	5
Digital Writing	3	S1	5
Lab III	3	S1	7
	3	S2	20
op: (*)	3	S2	20
op: (*)	3	S2	20

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Course Title	Year	Semester	Credits
Applied English	1	S2	4
Lab 1	2	S1	7
Public Relations and Event Managment	2	S1	5
	2	S2	5
Lab II	2	S2	7
	3	S1	5
Lab III	3	S1	7
	3	S2	20
op: (*)	3	S2	20
op: (*)	3	S2	20

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Examination regulations, assessment and grading

General

General assessment rules are in line with the Portuguese law and described in the Academic Regulations of ESTA-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4178>.

The licenciado degree is awarded a final grade between 10 and 20 within a 0/20 scale as well as its equivalent in the European grading scale.

Specific

Third-year students must undertake a Curricular Internship (20 ECTS credits) or an Entrepreneurship Project (20 ECTS credits) subject to final report. In either case students may have to present and discuss their reports before an examination panel appointed for that purpose among relevant faculty members.

Graduation requirements:

Completion of this course of studies requires successful completion of all the specified modules so as to gain a total of 180 accumulated ECTS credits, of which 150 are compulsory and 30 are to be selected among optional modules from the curriculum in accordance with general and specific assessment regulations.

Mode of study:

Full- or part-time.

Program director or equivalente

Director: Hália Filipa da Costa Santos

Erasmus coordinator: Raquel Palma Tomé de Sousa Botelho

ECTS coordinator: Marta Margarida S. Dionísio de Azevedo

B - Description of individual course units

Course unit title	
Course unit code	905481
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5.5
Name of Lecturer(s)	Maria da Conceição Correia S. Romana
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Coseriu, E.(1977). <i>Principios de Semântica estrutural</i>. Madrid: Gredos - ESCANDELL,, V.(2006). <i>Introduccion a la Pragmatica</i>. Barcelona: Ariel - FARIA, et all, I.(1996). <i>Introdução à Linguística Geral</i>. Lisboa: Caminho - Macário Lopes, A. e Rio-Torto, G. (2007). <i>Semântica</i>. Lisboa: Editorial Caminho
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	

B - Description of individual course units

Course unit title	
Course unit code	905482
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5.5
Name of Lecturer(s)	Maria da Conceição Correia S. Romana Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme components	
Course contentes	
Recommended or required Reading	- Aaron, R.(1994). <i>As Etapas do Pensamento Sociológico</i> . lisboa: D. Quixote - Elias, N.(2008). <i>Introdução à Sociologia</i> . lisboa: Edições 70 - Bourdieu, P.(2011). <i>O Poder Simbólico</i> . lisboa: Edições 70 - Corcuff, P.(2001). <i>As Novas Sociologias</i> . Sintra: Editora VRAL
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	

B - Description of individual course units

Course unit title	French (*)
Course unit code	905487
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Carla Sofia Catarino Silva Mota
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Unilingue, D.(2015). <i>Le Petit Robert 1 e 2</i>. Paris: Clé International - Bilingue, D.(2012). <i>Dicionários de Francês/Português e de Português/Francês</i>. Lisboa: Bertrand - Chevalier, J.(2010). <i>Grammaire du français contemporain</i>. Paris: Larousse - Colin, J.(2010). <i>Le Robert, dictionnaire des difficultés du français</i>. Paris: Poche
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	German (*)
Course unit code	905488
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Susana Isabel Caetano Domingos
Learning outcomes of the course unit	By the end of the semester students are able to communicate in daily situations. They should use the language in a correct and appropriate way in the social communication area.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contentes	Personal and professional contacts Shopping, Restaurants and other places of interest Daily routines Leisure and holiday activities Health and Welfare Media Grammar topics
Recommended or required Reading	- Scherling, T. e Rohrmann, . e Lemcke, . (2011). <i>BerlinerPlatz1 Neu.</i> . Deutschland: Langenscheidts - Aufderstrasse, H. e Bock, H. e Gerdes, M. e Müller, J. e Müller, H. (2009). <i>Themen aktuell 1</i> . Deutschland: Hueber
Planned learning activities and teaching methods	Practical written exercises, role-playing and multimedia resources.
Assessment Methods and criteria	Continuous assessment: Classroom work: 20% Intermediate test: 20% End-of-the- semester test: 60% Exam and Mark Improvement Written exam: 50% Oral exam: 50%
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	English and the Media
Course unit code	905483
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Marta Margarida S. Dionísio de Azevedo
Learning outcomes of the course unit	- Make students aware of the need to develop a set of skills (linguistic and sociocultural) to be used in communicative situations; - Develop comprehension and text production skills in order to achieve language accuracy and proficiency.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	A2 Level according to the Common European Framework of Reference for Languages.
Recommended optional programme components	NA
Course contents	1. British and American Media 2. Specific vocabulary used in the different media 3. Comparison of news coverage by the different media 4. Relevant events and leading figures and the way they are treated by the Media 5. Daily corporate communication
Recommended or required Reading	- Burns, L.(2002). <i>Understanding Journalism</i> . London: SAGE Publications Ltd - Harcup, T.(2006). <i>Journalism Principles and Practice</i> . London: SAGE Publications Ltd
Planned learning activities and teaching methods	Theoretical and practical lessons where the students are asked to do exercises concerning the following skills: reading, listening, speaking and writing with implicit grammar with a particular emphasis to practical exercises.
Assessment Methods and criteria	- A test at the end of the semester - 60%; - Continuous assessment, including exercises and class participation (written and oral components) and attendance - 20%; - Group Research assignment(written and oral) - 20%.
Language of Instruction	English
Work placement(s)	NA

B - Description of individual course units

Course unit title	Introduction to Marketing
Course unit code	905485
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Miguel Ferreira Nunes
Learning outcomes of the course unit	Students will learn the basic concepts of marketing and corporate communication, be familiar with the key operational aspects of this activity and understand the basic mechanisms that govern consumer behaviour.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contents	Introduction Marketing vs Communication. People as targets. Markets. Marketing Mix. Integrated management and planning. Results assessment.
Recommended or required Reading	<ul style="list-style-type: none"> - RASQUILHA, L.(2010). <i>Gestão de Marketing</i>. Lisboa: Escolar Editora - KOTLER, P.(2008). <i>Princípios de Marketing</i>. Brasil: Prentice-Hall - KOTLER, P.(2008). <i>Marketing para o Século XXI</i>. Lisboa: Editorial Presença - Lindon, D.(2011). <i>Mercator XXI. Teoria e Prática do Marketing</i>. Lisboa: Dom Quixote
Planned learning activities and teaching methods	Theoretical/practical classes including problem-solving.
Assessment Methods and criteria	Mid-term assessment: written coursework (40%) and test (60%). => 10 grade points: exemption from final assessment (except if one of the marks is < 7). Final assessment: written exam (100%).
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Journalistic Genres
Course unit code	905484
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Hália Filipa da Costa Santos
Learning outcomes of the course unit	To obtain knowledge that will allow students to identify journalistic genres used in the Media with the aim of production the same Genre. Apply the theoretical knowledge to the analysis and production of Media content.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contents	News report, Interview, Report in the field, Opinion and Visual Supports. Assumptions, concepts, characteristics and technics of each Journalistic Genre. The end of Journalistic Genre? Analysis and production of Media Contents. Presentation of pieces of work.
Recommended or required Reading	<ul style="list-style-type: none"> - Público, J.(2005). <i>Livro de Estilo do Público</i>. Lisboa: Público - Sousa, J.(2002). <i>Olá Mariana - O Poder da Pergunta</i>. Lisboa: Oficina do Livro - Grijelmo, A.(2000). <i>El estilo del periodista</i>. Madrid: Taurus - Kovach e Rosentiel, B.(2004). <i>Os Elementos do Jornalismo</i>. Porto: Porto Editora
Planned learning activities and teaching methods	Development of theoretical concepts based on academic and journalistic articles. Analysis and identification of the characteristics of journalistic contents. Presentation/discussion of coursework produced in the classroom context.
Assessment Methods and criteria	Mid-term assessment: Written test (60%) + coursework (20%) + compulsory project work (20%) - Refer to the lecturer for project topics and submission deadlines. Exam (100%) Re-sit Exam (100%)
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	(*)
Course unit code	9054726
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Joana Conceição dos Santos
Learning outcomes of the course unit	Ensure theoretical and practical learning of the key methods, objectives and tools to manage communication in crisis contexts both in private and public institutions while considering the particularities of crisis communication among the public opinion and the different target publics.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Marques Mendes, A. e Costa Pereira, F. (2006). <i>CRISES - de Ameaças a Oportunidades: Gestão Estratégica de Comunicação de Crises</i>. Lisboa: Sílabo - ULMER, et al, R.(2007). <i>Effective Crisis Communication: Moving From Crisis to Opportunity</i>. Thousand Oaks: Sage - Lampreia, J.(2007). <i>Da Gestão de Crise ao Marketing de Crise</i>. Lisboa: Texto Editores
Planned learning activities and teaching methods	Theoretical and practical sessions including exercise solving.
Assessment Methods and criteria	Mid-term assessment includes a written assignment (30% of final mark) and a test (70% of final mark).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054722
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Joana Conceição dos Santos
Learning outcomes of the course unit	Provide knowledge about the functioning of PR Agencies in any industry. Identify the necessary means for the creation of a press office, the functions of a Press Officer and define courses of action for different realities.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contents	I. Press Office II. Press Officer III. Press Office Organization IV. The Media and the Journalists V. The relationship with Journalists VI. The Press Officer Tasks VII. Crisis Communication
Recommended or required Reading	<ul style="list-style-type: none"> - Mafei, M.(2007). <i>Assessoria de Imprensa - Como se relacionar com a Mídia</i>. São Paulo: Contexto - Ferrareto, E. e Ferrareto, L. (2009). <i>Assessoria de Imprensa: Teoria e Prática</i>. Brasil: Summus Editorial - Chandler, R.(2008). <i>Media Relations: Concepts and Principles for Effective Public Relations Practice</i>. Colorado: Outskirts Press - Howard, C. e Mathews, W. (2013). <i>On Deadline: Managing Media Relations</i>. Illinois: Waveland Press, Inc.
Planned learning activities and teaching methods	Lectures with Powerpoint resources and document analysis.
Assessment Methods and criteria	Mid-term exam (80%) and assignments (20%). Minimum pass mark: 10 grade points (average of the mid-term exam and the assignments. Final exam (100%).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054732
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Manuela Sofia da Conceição Silva
Learning outcomes of the course unit	A-To understand direct general factual information, and detailed, about everyday topics, relating to work and social communication; B-To read more complex texts depicting the media and business communication; C- To write texts in particular about the social and business communication.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	A2/B1
Recommended optional programme componentes	NA
Course contents	1. Concepts: market and agents, market survey, Identify the product, supply and demand, commercial communication; 2. Business Communication – A specific "language": 2.1. the product 2.1.1 positioning 2.1.2 brand 2.1.3 packaging 2.2 advertising by media 2.3 direct advertising 2.4 PLV 2.5.Promotion
Recommended or required Reading	
Planned learning activities and teaching methods	Continuous assessment: Exam-70%; Professional work-20%; Work and participation-10% Periodic assessment: Exam-80%; Professional work-20% Final assessment: Exam-100%
Assessment Methods and criteria	Theoretical and practical-theoretical classes Classes in chat Oral understanding (global and detailed) Oral and written production Research Research work (oral and written) Exam
Language of Instruction	French
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054725
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Miguel Ferreira Nunes
Learning outcomes of the course unit	Students shall be provided with the key tools that enable them to make market research and public opinion surveys in order to identify and describe markets, target publics and consumer behaviours. An introduction to quantitative and qualitative studies.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1.) Introduction to market research 2.) Market survey planning 3.) Resource selection and management 4.) Methodological approaches 5.) Data collection tools 6.) Sample surveys 7.) Data analysis 8.) Data interpretation 9.) Information display
Recommended or required Reading	- GHIGLIONE, MATALON, R.(1997). <i>O Inquérito</i> . Oeiras: Celta - Lopes, J.(2007). <i>Fundamental dos Estudos de Mercado -Teoria e prática</i> . Lisboa: Sílabo - Reis, R.Moreira, E.(1993). <i>Pesquisa de Mercado</i> . Lisboa: Sílabo
Planned learning activities and teaching methods	Theoretical and practical sessions with content presentation and applied exercises.
Assessment Methods and criteria	Mid-term assessment is compulsory. One written assignment (40%)and one test (60%). Those students obtaining a minimum mark of 10 are exempted from final exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	Digital Marketing (*)
Course unit code	9054724
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Miguel Ferreira Nunes
Learning outcomes of the course unit	An overview of digital marketing and the challenges it places in the era of Web 2.0 and 3.0. Students should be able to interpret, plan and implement communication and digital marketing actions as part of on and offline communication plans.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contents	Introduction and definitions. E-Commerce. Online promotions. Marketing Databases. Evaluation and control.
Recommended or required Reading	<ul style="list-style-type: none"> - CARRERA, F.(2014). <i>Marketing Digital na versão 2.0</i>. Lisboa: Edições Silabo - DIONISIO, P.(2009). <i>B Mercator</i>. Lisboa: Dom Quixote - CHARLESWORTH, A.(2010). <i>A revolução digital</i>. Lisboa: Livraria Civilização Editora - RYAN, D.(2014). <i>Understanding Digital Marketing</i>. London: KOGAN PAGE LTD
Planned learning activities and teaching methods	Theoretical/practical classes including problem-solving.
Assessment Methods and criteria	Mid-term assessment: written coursework (40%) and test (60%). => 10 grade points: exemption from final assessment (except if one of the marks is < 7). Final assessment written test (100%)
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	German Applied to Corporate Communication (*)
Course unit code	9054731
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Susana Isabel Caetano Domingos
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	German Mentoring in Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	Marketing Strategies (*)
Course unit code	9054723
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Joana Conceição dos Santos
Learning outcomes of the course unit	Acquire skills of analysis and strategic thinking on Mkt planning and management ; acquire skills of interpretation and implementation on Mkt strategy ; be able to independently articulate a strategic guideline.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Introdução ao Marketing.
Recommended optional programme componentes	NA
Course contents	1. Conceptual Approach 2. How to structure a Marketing Department 3. Building a Brand 4. Marketing Strategy 5. Briefing 6. The Importance of Planning 7. Strategy Evaluation
Recommended or required Reading	<ul style="list-style-type: none"> - Dionísio, P. e Joaquim, V. e Jacques, L. e Julien, L. (2015). <i>Mercator da Língua Portuguesa</i>. Lisboa: Dom Quixote - Kotler, P.(2009). <i>Marketing Management</i>. Inglaterra: Prentice Hall - Malcom, M.(2008). <i>On Marketing Planning</i>. Londres: Kogan Page - Pedro, C.(2005). <i>Estratégias de Marketing - colectânea de casos portugueses</i>. Lisboa: Escolar Editora
Planned learning activities and teaching methods	Theoretical and practical lessons, where work will be developed to exercise the knowledge acquired.
Assessment Methods and criteria	Written work with oral presentation 40% of final assessment. Test 60%. In other aspects of the evaluation will apply the provisions of the ESTA regulation.
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	
Course unit code	9054812
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	Explore new ways to communicate that came with the new media, including the Internet, in order to identify different features, functions and procedures.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	Cyberspace and virtual reality, net architectures, collaborative authoring and the role of the escritor, pull vs. Push, hypertext and cybertext, communication ergodic, ludology versus narratology, action and perception, interactivity and interaction, the interface.
Recommended or required Reading	<ul style="list-style-type: none"> - Nielsen, J. <i>Designing Web Usability</i>. (Vol. -). (pp. ---). -: - - Darley, A. (2002). <i>Visual Digital Culture, surface play and spectacle in new</i>. (Vol. -). (pp. ---). -: - - Espanha, R. e Araujo, V. e Cardoso, G. (2009). <i>Da comunicação de massa à Comunicação em rede</i>. Porto: Porto Editora - Miller, C. (2004). <i>Digital Storytelling: A creators guide to interactive storytelling</i>. Burlington: Focal Press
Planned learning activities and teaching methods	Lectures and practices with an explanation of the contents given and application exercises
Assessment Methods and criteria	4 Practical work (3 weighted average)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054626
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Vitor Dinis Carita de Jesus
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	
Course contentes	
Recommended or required Reading	- Conceição, B.(2009). <i>Manual Prático de Produção Gráfica</i> . Cascais: Príncipia Editora, Lda - Costa, J.(2011). <i>Design para os Olhos</i> . Lisboa: Dinalivro
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054628
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	
Learning outcomes of the course unit	Students should be able to analyse the role of photography in the present panorama of journalism, understanding its functions and its implications, namely in what concerns Ethics issues. They should, also, apply techniques of capture images and editing.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	Photography as information. Photo interviews and photo reports. Image edition. Photo manipulation. Ethical issues concerning the photographic reporter profession.
Recommended or required Reading	- Martins, C.(1995). <i>Fotoperiodismo: Formas y.</i> Madrid: Síntesis
Planned learning activities and teaching methods	Lectures and tutorials.
Assessment Methods and criteria	Written test (50%) + photographic assignment (50%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054622
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	
Learning outcomes of the course unit	Students should be able to decide which event is news according to journalistic criteria.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Radio types 2. Basic concepts 3. Voice collocation / How to speak on radio 4. Journalistic writing 5. The sound on radio 6. Radio and Journalism 7. Sport journalism on radio 8. Production and Edition of newscasts
Recommended or required Reading	- Menezes, J. e Ganz, P. <i>Tudo o que passa, passa na TSF - para um livro de estilo.</i> : Editora Jornal de Notícias
Planned learning activities and teaching methods	Theoretical and practical sessions, with practical situations in class.
Assessment Methods and criteria	Assiduity, punctuality, participation, curiosity, effort and performance and written test (50%) Final Work (50%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054632
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Manuela Sofia da Conceição Silva
Learning outcomes of the course unit	D. Expor de forma simples temáticas relacionadas com a comunicação social; E. Selecionar, tomar notas e proceder ao tratamento de informação e textos; F. Escrever textos de variadas temáticas relacionadas com a comunicação social; G. Expressar ideias e opiniões; H. Argumentar.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme components	
Course contents	
Recommended or required Reading	
Planned learning activities and teaching methods	i)Trabalho de investigação (apresentação oral e escrita); j)Estudo autónomo; k)Frequência;
Assessment Methods and criteria	
Language of Instruction	French
Work placement(s)	

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	Cyberculture (*)
Course unit code	9054627
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	
Course contentes	
Recommended or required Reading	- Levy, P. e , . (1997). <i>Cibercultura</i> . Lisboa: Instituto Piaget - Haraway, D.(1991). <i>A Cyborg Manifesto</i> . Nova Iorque: Routledge (0). <i>Posthuman.com: cobercultura e pós-humanismo como temas comunicacionais</i> .Acedido em3 de junho de 2009 em www.campos.org.br/data/biblioteca_763.pdf
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	German Applied to Journalism (*)
Course unit code	9054631
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Susana Isabel Caetano Domingos
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme components	NA
Course contentes	
Recommended or required Reading	- Holthaus, H. e Eisfeld, K. e Bock, H. e Schätze-Nähmke, U. (2013). <i>Themen aktuell 1</i> . Deutschland: Hueber - Lemcke, C. e Rohrman, L. e Scherming, T. (2011). <i>Berliner Platz 1</i> . Bohn: Langenscheidts
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	German Mentoring in Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	Television Production and Direction (*)
Course unit code	9054625
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Rui Jorge Malacho Capitão
Learning outcomes of the course unit	The main goal of this course is to provide students with theoretical and practical knowledge in the areas of television production and direction. This course also provides the use of Uni-camera and multi-camera techniques.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contents	Production Stages: Pre-Production; Production and Post-Production. Production Teams; The Television Studio :Technical and human resources; The OB Van (Outside Broadcasting Van). NTSC System SECAM System PAL System Uni-Camera Direction Multi-Camera Direction
Recommended or required Reading	<ul style="list-style-type: none"> - Henriques, C.(1993). <i>Dicionário Televisivo</i>. (Vol. 1). Lisboa Centro de Formação da RTP: Centro de Formação da RTP - Faria de Almeida, M.(1990). <i>Cinema e televisão : princípios básicos</i>. (Vol. 1). (pp. 1-165). Lisboa : TV Guia Ed., 1990 - Hogan Teves, V.(1998). <i>Tv em Portugal</i>. (Vol. 1). Lisboa : Vasco Hogan Teves
Planned learning activities and teaching methods	<ul style="list-style-type: none"> • Module 1 – Production; • Module 2 – Television History; • Module 3 – Television Technology; • Module 4 – Television Direction; • Module 5 – Projects development.
Assessment Methods and criteria	The final evaluation is based on the results obtained in the project evaluation and the student participation in the classes: - 80 % Project evaluation – (P) - 20 % Theoretical exam(opt.) student attendance, punctuality and participation in class(A
Language of Instruction	Portuguese
Work placement(s)	NA

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	
Course unit code	9054810
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Maria da Conceição Correia S. Romana Sandra Sofia Antunes Pereira Barata
Learning outcomes of the course unit	Students should: . understand Portuguese as a tool to represent the various world views . develop grammar and discourse skills . comprehend oral and written texts . be able to communicate orally and in writing
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Forms of Communication 2. Utterance 3. Text and Discourse 4. Oral expression 5. Written Expression
Recommended or required Reading	- Figueiredo, E.(2003). <i>Dicionário Prático para o Estudo do Português - da Língua aos Discursos</i> . Porto: Porto Editora - Mira Mateus, M.(2003). <i>Gramática da Língua Portuguesa</i> . Lisboa: Caminho - Maestro, G.(2000). <i>Como Falar em publico</i> . lisboa: Estampa - Oliveira, M.(2005). <i>Fábrica do Texto</i> . Cascais: Arte Plural
Planned learning activities and teaching methods	Lectures and Tutorials.
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054818
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Hália Filipa da Costa Santos
Learning outcomes of the course unit	Students are expected to get an overview of the functions and panorama of the different types of media identifying and analysing the main features and goals of respective discourses.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Have some knowledge of existing journalistic genres and of the media in general.
Recommended optional programme components	Not applicable.
Course contents	The importance of communication and media roles; Portuguese Media; Objectivity and neutrality; Different types of newspapers; the newspaper discourse; the radio discourse; the television discourse; the meaning of images; non-verbal communication; the advertising language; Media causes and discrimination within the Media.
Recommended or required Reading	<ul style="list-style-type: none"> - Rebelo, J.(2000). <i>O discurso do Jornal</i>. Lisboa: Ediotirial Notícias - GarretT, P. e Bell, A. (2003). <i>Approaches to Media Discourse</i>. London: Blackwell - Leanne, S.(2009). <i>Falar como Obama</i>. Alfragide: Lua de Mel - Faustino, P.(2004). <i>A Imprensa em Portugal</i>. Lisboa: Media XXI
Planned learning activities and teaching methods	Lectures using PowerPoints, written material and audiovisual supports.
Assessment Methods and criteria	Mid-term test (80%) and individual paper (20%) with presentation. Minimum pass mark in all the elements: 10 grade points determined by taking the average Final exam (100%).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Political and Economic History
Course unit code	9054822
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - CAMERON, R.(2000). <i>História Económica do Mundo</i>. Lisboa: Publicações Europa-América - BRASSEUL, J.(2014). <i>História Económica do Mundo</i>. lisboa: Edições Texto & Grafia - VALÉRIO, N. e MATA, E. (2007). <i>História Económica de Portugal</i>. Lisboa: Editorial Presença - Valério, N. e Nunes, A. (1995). <i>O Crescimento Económico Moderno</i>. Lisboa: Editorial Presença
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9054815
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Maria Isabel Vaz Pitacas
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Ramos, M. e SAMPAIO, E. e Barroso, M. (2010). <i>Exercícios de Estatística Descritiva para as Ciências Sociais</i>. Lisboa: Edições Sílabo - Cabral, J. e Campos, R. (2010). <i>Estatística</i>. Lisboa: Edições Profissionais Sociedade Unipessoal - Maroco, J.(2007). <i>Análise Estatística - com utilização do SPSS</i>. Lisboa: Edições Sílabo
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9054813
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Gonçalo Cardoso Leite Velho
Learning outcomes of the course unit	a) Develop a contemporary approach b) Foster a critical perspective c) Identify connections between ideas d) Qualify for the treatment of contemporary themes e) Master skills that allow to cope with social media issues in the 21st century
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contents	1- What is contemporary 2- Identification of dilemmas and challenges 3- From the history of issues to the issue of stories 4- Positioning
Recommended or required Reading	<ul style="list-style-type: none"> - Agamben, G.(2009). <i>O que é o Contemporâneo?</i>. Chapecó: Argos - Guerreiro, A.(2008). <i>Política - Crítica do Contemporâneo</i>. Porto: Fundação de Serralves - Frederic, J.(1985). Pós-Modernidade e Sociedade de Consumo. <i>Novos Estudos</i>, 12, pp. 16-26. - Zizek, S.(0). <i>Violence, or Ecology as a New Opium for the Masses</i>. Acedido em 21 de dezembro de 2007 em http://www.lacan.com/zizecology1.htm
Planned learning activities and teaching methods	A - Oral presentation B - Reading and analysis of materials C - Debate and teamwork
Assessment Methods and criteria	The course final grade (CC) is the weighted average of proposed assignments (Tp) and the grade of the final project work (Tf) calculated using the following formula: $CC=0,45Tp+0,55Tf$ Final assessment requires submission of all stipulated coursework
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Communication Theories
Course unit code	9054814
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	- McQuail, D.(2004). <i>Teoria da Comunicação de Massa</i> . Lisboa: FCG - McLuhan, M.(1991). <i>Understanding media</i> . Boston: MIT Press
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9054816
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria da Conceição Correia S. Romana
Learning outcomes of the course unit	Students should be able to: . identify and develop the key moments of the 20th century thought . match authors and works to contemporary currents and movements . identify social issues in the literary works
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	I. Introduction 1. Literature, identity and memory 2. The dialogism with the other 3. Portuguese and world literature: getting to know ourselves from looking at the others II. Portuguese literature in the 20s and 60s of the twentieth century III. Modernity 1. Cultural manifestations of Democratic/European Portugal The end-of-the century literature
Recommended or required Reading	- D'Oliveira Martins, G.(2007). <i>Portugal, Identidade e Diferença</i> . Lisboa: Gradiva - Lourenço, E.(2001). <i>Labirinto da Saudade</i> . Lisboa: Gradiva - Silva, A.(2000). <i>Ensaios sobre literatura...</i> ; (Vol. I; II). Lisboa: Ancora - Prado Coelho, E.(2004). <i>O fio da modernidade</i> . Lisboa: Notícias
Planned learning activities and teaching methods	Lectures and tutorials including reading and analysis of literary works and critical texts
Assessment Methods and criteria	Ongoing assessment: thematic assignment on a literary work (60% = written part 40% discussion 20%) + closed-book written test Final assessment: exam (closed-book test)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054811
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	a) Identify the concept of Globalization; Verify the consequences of globalization in contemporary world; c) Analyse the consequences of Globalization in different áreas
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	1 - The concept of Globalization 2 - Globalization and Economy 3 - Globalization and Politics 4 - Globalization and Culture 5 - Globalization and Environment 6 - Globalization and Media
Recommended or required Reading	- Anthony, G.(2006). <i>O Mundo na Era da Globalização</i> . Lisboa: Editorial Presença - Portugal, M.(2013). <i>Desafios da Globalização: Casos de Estudo</i> . Lisboa: Escolar Editora - Steger, M.(2013). <i>Glibalization: A Very Short Introduction</i> . Hampshire: Oxford University Press
Planned learning activities and teaching methods	A - Lectures B - Text Analysis C - Screening of Audiovisual Materials
Assessment Methods and criteria	
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9054817
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Miguel Ferreira Nunes
Learning outcomes of the course unit	Students should be able to: . interpret and command the major concepts and tools of audience analysis .use supply and demand concepts to manage efficiently media supports and evaluate their impact on the public.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Market Research
Course contentes	1. Introduction to audience analysis 2. Portuguese audiences 3. Measure tools 4. Essential concepts of audience analysis 5. Resource strategy and planning 6. Pre- and post-evaluation of campaigns
Recommended or required Reading	- McQuail, D.(1997). <i>Audience Analysis</i> . London: SAGE - Brochand, B.(1999). <i>Publicitor</i> . Lisboa: Dom Quixote
Planned learning activities and teaching methods	Lectures and tutorials
Assessment Methods and criteria	Mid-term assessment: 1 written assignment (40%) + 1 written test (60%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054820
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria da Conceição Correia S. Romana
Learning outcomes of the course unit	The students should be able to: .understand the semiotic tradition. .identify the communication phenomena. .get familiarised with the key trends of current Semiotics. . understand the world through Semiotics
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contents	I - Introduction: general concepts II - The currents of Semiotics III - Narrative semiotics IV - Image semiotics
Recommended or required Reading	- Eco, U.(2004). <i>O Signo</i> . Lisboa: Editorial Presença - Eco, U.(2004). <i>Os Limites da Interpretação</i> . Lisboa: Difel - BARTHES, R.(1989). <i>Elementos de Semiologia</i> . Lisboa: Edições 70 - Carmelo, L.(2003). <i>Semiótica, uma introdução..</i> Lisboa: Europa-América, edição universitária
Planned learning activities and teaching methods	Lectures and tutorials.
Assessment Methods and criteria	Written test (70%) + coursework carried out in class + critical review or semiotic analysis of an object (30%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054819
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Hália Filipa da Costa Santos Cláudia Liliana Sousa Rosa Henriques
Learning outcomes of the course unit	In Ethics module, to frame and analyse cross thematic concerns concerning the practices of Journalism and Corporate Communication. In Law module, recognize and make a legal analysis of the Social Communication legal problems and the applicable law.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	Notions of Ethics; Ethics in Media and in Corporate Communications; Ethics in Journalism and in Broadcast Media; Ethics in PR and Advertising; Deontological Codes; Style Books, Ombudsman and Self-Regulation. Social Communication law sources; Journalists Rights; Freedom to establish companies; Independence and pluralism guarantees; Limits to the Media freedom; Advertising.
Recommended or required Reading	- Aznas, H.(2005). <i>Ética de la comunicación y nuevos retos sociales</i> . Barcelona: Paidós - Faustino, P.(2007). <i>Ética e responsabilidade social dos Media</i> . Odivelas: Formal Press - Arons de Carvalho e Pedro, A.(2012). <i>Direito da Comunicação Social</i> . Lisboa: Texto Editora - Reis Condeso, F.(2007). <i>Direito da Comunicação Social - Lições</i> . Coimbra: Almedina
Planned learning activities and teaching methods	Content exposure with powerpoints presentation. Analysis of academic articles. Consultation and analysis of legislation. Media content analysis.
Assessment Methods and criteria	PERIODIC EVALUATION: Ethics: Written test (80%) and compulsory paper (20%) Law: Two written tests (50% plus 50%) Minimum score on each module must be positive, resulting in the final grade average. EXAMINATION AND APPEALS EXAMINATION: 100%
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054821
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4.5
Name of Lecturer(s)	Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	The students should understand key issues of economic theory, develop an economic approach and familiarise themselves with the current economic and financial affairs.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	What is economics? Supply and demand. Consumer theory. Producer theory. Market structure. National accounting. Consumption. Investment. State. Public Policies.
Recommended or required Reading	<ul style="list-style-type: none"> - Belbute, J.(2003). <i>Princípios de Macroeconomia</i>. Lisboa: Gradiva - D. Nordhaus, W. e Samuelson, P. (2011). <i>Economia</i>. Portugal: Mcgraw-Hill - Das Neves, J.(2013). <i>Introdução à Economia</i>. Lisboa: EDITORIAL VERBO - E CUNHA E MORAIS, L. e PAULO PITTA, C. (2008). <i>A EUROPA E OS DESAFIOS DO SÉCULO XXI</i>. Coimbra: ALMEDINA
Planned learning activities and teaching methods	Lectures and tutorials including practical exercises. Every 15 days students have the opportunity to examine and discuss an everyday problem.
Assessment Methods and criteria	One assigment (20%) and one test (80%). The Approval will be achieved with a grade of 10 marks (Simple Arithmetic mean)
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Applied English
Course unit code	905462
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Marta Margarida S. Dionísio de Azevedo
Learning outcomes of the course unit	- Make students aware of the need to develop a set of skills (linguistic and sociocultural) to be used in communicative situations within the field of Journalism; - Develop comprehension and text production skills in order to achieve language accuracy and proficiency.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Approval of the curricular unit of the 1st semester - English and the Media,
Recommended optional programme componentes	NA
Course contentes	Journalism: The Future of Journalism The Digital Age, Changes, Advantages / Disadvantages; Consequences; Journalistic Genres: News, Interview, Report, Opinion Article; Public Figures and the media.
Recommended or required Reading	- Welford, D. e Moore, G. e Hemmingway, E. e Fleming, C. (2006). <i>An Introduction to Journalism</i> . London: SAGE Publications Ltd
Planned learning activities and teaching methods	Theoretical and practical lessons where the students have the opportunity to practice the following skills: reading, listening, speaking and writing with implicit grammar.
Assessment Methods and criteria	- A test at the end of the semester (60%); - Continuous Assessment including exercises and participation (written and orally) and attendance (20%); - Research Assignment (written and oral) (20%).
Language of Instruction	English Mentoring in Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	905467
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Eduardo Manuel da Silva S. Pinhão Hália Filipa da Costa Santos
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Menezes, J.(2008). <i>Tudo o que se passa, passa na TSF - Para um livro de estilo</i>. Lisboa: Editora Jornal de Notícias - Wolf, M.(1985). <i>Teorias da Comunicação</i>. Lisboa: Presença - Albert, P. e Tudesq, A. (1990). <i>História da Rádio e da Televisão</i>. Lisboa: Editorial Notícias - Adelino, G.(1999). <i>A Rádio: suas características e relação com os outros meios de comunicação</i>. Lisboa: Encomedi
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Journalism Laboratory
Course unit code	905469
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9054610
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Hália Filipa da Costa Santos
Learning outcomes of the course unit	- To learn theoretical foundations and understand the main current journalistic issues. - To develop writing abilities in reporting and interviewing - To organise a public event do discuss Journalistic issues.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Approval of Journalistic Genre subject.
Recommended optional programme componentes	
Course contentes	Current journalistic affairs Reporting and interviewing for written supports. How to organise a public event about Journalism.
Recommended or required Reading	- Figueiredo, E.(2003). <i>Dicionário Prático para o Estudo do Português - da Língua aos Discursos</i> . Porto: Porto Editora
Planned learning activities and teaching methods	Lectures and tutorials where professional subjects are analysed. Practical classes where written contexts are produced, as well as a multimedia content about a major story, like the ones produced by the newspapers for their sites.
Assessment Methods and criteria	- Journalistic content produced in classroom (40%) - Journalistic Interview (15%) - Journalistic Report (15%) - Group project to organise the event (30%) Exam and Last exam: the same contents.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	905468
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	João Carlos Lopes Ferreira
Learning outcomes of the course unit	The students will be provided with theoretical and practical skills in video technologies so that they will be able to use audiovisual equipment.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1 . Structure Course contents will be divided into six modules: . Audiovisual language; . Vision function and physiology . Video camera; . Basics of lighting; . Basics of audio technology; . Project development
Recommended or required Reading	- Bonásio, .(2008). <i>TELEVISÃO – Manual de Produção e Direção</i> ”. Brasil: Ed. Leitura (Brasil)
Planned learning activities and teaching methods	Theoretical and practical sessions including application exercises.
Assessment Methods and criteria	Written test (20%) and coursework (80%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Digital Writing
Course unit code	9054614
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Kilian, C.(2009). <i>Writing for the web</i>. Vancouver: Selfcounsel Press - Nielsen, J.(1999). <i>Designing web usability</i>. : New Riders Publishing - Ray, T.(2006). <i>Online Journalism</i>. Cambridge: Cambridge House - McCandless, D.(2010). <i>Information is beautiful</i>. Cambridge: Cambridge Press
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Lab III
Course unit code	9054613
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Rui Jorge Malacho Capitão Hália Filipa da Costa Santos
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contentes	
Recommended or required Reading	
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	(*)
Course unit code	9054621
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	20
Name of Lecturer(s)	Rui Jorge Malacho Capitão Hália Filipa da Costa Santos Eduardo Manuel da Silva S. Pinhão Raquel Palma Tomé de Sousa Botelho
Learning outcomes of the course unit	Students will apply knowledge and skills acquired during their study programme, when contacting with the labour environment.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	The supervisors define a training plan together with trainees according to the targets established by the Company/Organisation.
Recommended or required Reading	- Público, J.(2002). <i>Livro de Estilo</i> . Lisboa: Público - Menezes, J.(1999). <i>Tudo o que se passa na TSF - para um livro de estilo</i> . Lisboa: Editora Jornal de Notícias
Planned learning activities and teaching methods	Tutorials. Seminars.
Assessment Methods and criteria	Training report: 50% Company/organisation grade: 50%
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Press room.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054620
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	20
Name of Lecturer(s)	
Learning outcomes of the course unit	Provide technical and practical skills for the management of SMEs. Stimulate entrepreneurship and creativity.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Introduction to entrepreneurship.
Course contents	Entrepreneurship: Major trends and challenges. Profile of an entrepreneur. Innovation and competition. Sources of Business ideas and its assessment. Introduction to business planning. Financing sources. Presentation by students of their own business plans.
Recommended or required Reading	<ul style="list-style-type: none"> - Ribeiro Serra, F. e Carvalho Santos, . e Portugal Ferreira, M. (2008). <i>Ser Empreendedor-Pensar, Criar e Moldar a Nova Empresa</i>. Lisboa: Edições Sílabo - Correia Ribeiro, P. e Costa, H. (2007). <i>Criação & Gestão de Micro-Empresas & Pequenos Negócios</i>. Lisboa: Edições Lidl - A. Shane, S. e A. Baron, R. (2006). <i>EMPREENDEADORISMO – Uma Visão do Processo</i>. Lisboa: CENGAGE LEARNING - IAPMEI, I.(0). <i>Modelo Plano Negócios</i>. Acedido em 10 de fevereiro de 2012 em http://www.iapmei.pt/iapmei-art-02.php?id=162&temaid=17
Planned learning activities and teaching methods	Lectures, tutorials and conferences.
Assessment Methods and criteria	Practical coursework: a business plan of the students' choice. Written part: 50% Oral presentation: 50% A minimum mark of 10 is required to pass (average mark of written and oral work)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	Applied English
Course unit code	905472
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Marta Margarida S. Dionísio de Azevedo
Learning outcomes of the course unit	- Make students aware of the need to develop a set of skills (linguistic and sociocultural) to be used in communicative situations within the field of Corporate Communication; - Develop comprehension and text production skills in order to achieve language accuracy and proficiency.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Approval of the curricular unit of the 1st semester - English and the Media
Recommended optional programme componentes	NA
Course contentes	Coorporate Communication; Careers; Jobs; Importation - Exportation; Marketing; Marketing Channels; Competition; Market Search; Ethics; Communication and Marketing Plans.
Recommended or required Reading	- Naunton, J.(2007). <i>Profile 2 - Intermediate Student's Book</i> . Oxford: Oxford University Press - Robinson, N.(2010). <i>Cambridge English for Marketing</i> . Cambridge: Cambridge University Press - Farral, C. e Lindsey, M. (2008). <i>Professional English in Use - Marketing</i> . Cambridge: Cambridge University Press
Planned learning activities and teaching methods	Theoretical and practical lessons where the students have the opportunity to practice the following skills: reading, listening, speaking and writing with implicit grammar.
Assessment Methods and criteria	- A written test at the end of the semester - 60%; - Continuous Assessment including exercises and participation (written and orally), practical assignments and attendance - 20%; - Research Assignment (written and oral) - 20%.
Language of Instruction	English Mentoring in Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Lab 1
Course unit code	905477
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Ana Cláudia Leal Marques Pires da Silva Mendes Pinto Vanda Cristina Frazão Neves
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contentes	
Recommended or required Reading	- DIONÍSIO, P.(2015). <i>Mercator em Português</i> . Lisboa: Dom Quixotem Quixote - Monteiro, D.(2014). <i>Comunicação 2.0</i> . Lisboa: Actual Editora
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	NA

B - Description of individual course units

Course unit title	Public Relations and Event Managment
Course unit code	905471
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Vanda Cristina Frazão Neves
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Lampreia, J.(2003). <i>"Comunicação Empresarial - As Relações Públicas na Gestão"</i>. (Vol. 1). (pp. 1-111). Lisboa: Texto Editores - Barqueiro Cabrero, J. e Barqueiro Cabrero, M. (2007). <i>"O Livro de Ouro Das Relações Públicas"</i>. (Vol. 1). (pp. 1-240). Lisboa: Porto Editora - de Saldanha, S. e Caetano, J. e Isidoro, A. e Simões, M. (2013). <i>"Manual de Organização e Gestão de Eventos"</i>. (Vol. 1). (pp. 1-2016). Lisboa: Edição Sálabo
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	

B - Description of individual course units

Course unit title	
Course unit code	9054712
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Carla Dias Marques da Cruz
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme components	NA
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Dionísio, P. e Lendrevie, J. e De Baynast, A. e Rodrigues, J. e Brochand, B. (2010). <i>Publicitor</i>. Lisboa: Dom Quixote - Marques Mendes, A. et al. (2006). <i>Crises - de ameaças a oportunidades</i>. Lisboa: Edições Sã-labo - Garcia de Oro, G.(2011). <i>Storytelling A Magia das Palavras</i>. Barcelona: Gestão Plus - Borges, A. et al. (2015). <i>Novo Dicionário da Comunicação</i>. Lisboa: Chiado Editora / News Museum
Planned learning activities and teaching methods	
Assessment Methods and criteria	NA
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Lab II
Course unit code	9054710
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho Carla Dias Marques da Cruz
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	Not applicable.
Course contentes	
Recommended or required Reading	<ul style="list-style-type: none"> - Cunha, C. e Cintra, L. (1992). <i>Nova Gramática do Português Contemporâneo</i>. Lisboa: Sá Costa - Figueiredo, E.(2003). <i>Dicionário Prático para o Estudo do Português - da Língua aos Discursos</i>. Porto: Porto Editora - Vicente, J. e Dionísio, P. e Levy, J. e Lendrevie, J. e Lindon, D. (2011). <i>Mercator XXI Teoria e Prática do Marketing</i>. Lisboa: Dom Quixote - Canhoto, R. e Faria, H. e Rodrigues, J. e Dionísio, P. e Nunes, R. (2009). <i>b-Mercator Blended Marketing</i>. Lisboa: Dom Quixote
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9054715
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Sónia Marisa Pedroso Gonçalves Bogas
Learning outcomes of the course unit	
Mode of delivery	Face-to-face
Prerequisites and co-requisites	
Recommended optional programme componentes	
Course contentes	
Recommended or required Reading	- Almeida, V.(2000). <i>A ComunicaÃ§Ã£o Interna na Empresa</i> . Lisboa: PrÃ¡xis
Planned learning activities and teaching methods	
Assessment Methods and criteria	
Language of Instruction	Portuguese
Work placement(s)	

B - Description of individual course units

Course unit title	Lab III
Course unit code	9054713
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	7
Name of Lecturer(s)	Raquel Palma Tomé de Sousa Botelho Joana Conceição dos Santos
Learning outcomes of the course unit	Business Communication Workshop III aims to specialize students in the implementation and strategic definition of Marketing and Communication Planning, crossing the market needs, with the immediate response of the whole and multidisciplinary of Corporate Communications.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Approval in previous UC: Business Communication Workshop I and II.
Recommended optional programme componentes	NA
Course contentes	Module A 1.Marketing Strategy vs. Marketing Plan (15H) 2.Setting up a strategy (20H) 3.The challenges of the implementation process of Marketing Strategy (27H) 4.Monitoring and Managing a Marketing Strategy (35H) 5.Personal Marketing(08H) Module B 1. Documents and Corporate Communications and Institutional procedures (35H) 2. Contact with professionals (10H)
Recommended or required Reading	- Et al, . e Kotler, P. (2009). <i>Marketing Management</i> . (Vol. 1). London: Prentice Hall - Lindon, D.(2011). <i>Mercator - Teoria e Prática do Marketing</i> . (Vol. 1). Lisboa: D. Quixote - Chandler, R.(2008). <i>Media Relations: Concepts and Principles for Effective Public Relations</i> . (Vol. 1). London: Outskirts Press
Planned learning activities and teaching methods	The students will respond to several briefs, taking into account the principles learned about marketing strategies. Presenting case studies in order to be analyzed and evaluated. Direct contact with professionals.
Assessment Methods and criteria	Continued: JOBS: Group 70% Indv 30% Evaluation: 80% Jobs 20% Assiduity Examination and Appeal: A-Delivery and apr. written two days JOBS before the dates of the exams, and defended orally on days of exams B-Works equivalent to those produced in half
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	(*)
Course unit code	9054721
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	20
Name of Lecturer(s)	Luís Miguel Ferreira Nunes Joana Conceição dos Santos
Learning outcomes of the course unit	Students will be provided with a training period in work context where they will have the opportunity to put acquired skills into practice.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	Each supervisor defines a training plan together with trainee and according to the targets established by the host Company/Organisation.
Recommended or required Reading	- Dionísio, P.(2010). <i>B - Mercator</i> . Lisboa: Publicações D. Quixote
Planned learning activities and teaching methods	Tutorials. Seminars.
Assessment Methods and criteria	Training Report: 50% Company grade: 50%
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Offices Communication.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

B - Description of individual course units

Course unit title	(*)
Course unit code	9054720
Type of course unit	Optional
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	20
Name of Lecturer(s)	Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	Provide technical and practical skills and tools in the entrepreneurial management of SMEs. Stimulate creativity and entrepreneurship.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Introduction to Entrepreneurship.
Course contents	Entrepreneurship: major trends and challenges. The profile of an Entrepreneur. Innovation and competition. Business ideas and its evaluation. Introduction to business planning. Financing sources. Students' presentation of plans.
Recommended or required Reading	<ul style="list-style-type: none"> - Ribeiro Serra, F. e Carvalho Santos, . e Portugal Ferreira, M. (2008). <i>Ser Empreendedor-Pensar, Criar e Moldar a Nova Empresa</i>. Lisboa: Edições Sílabo - Correia Ribeiro, P. e Costa, H. (2007). <i>Criação & Gestão de Micro-Empresas & Pequenos Negócios</i>. Lisboa: Edições Lidl - A. Shane, S. e A. Baron, R. (2006). <i>EMPREENDEADORISMO – Uma Visão do Processo</i>. Lisboa: CENGAGE LEARNING - IAPMEI, I.(0). <i>Modelo Plano Negócios</i>. Acedido em 10 de fevereiro de 2012 em http://www.iapmei.pt/iapmei-art-02.php?id=162&temaid=17
Planned learning activities and teaching methods	Lectures, tutorials and conferences.
Assessment Methods and criteria	Practical coursework: students shall draw up a business plan for the creation of a business of their choice. Written part: 50% Oral presentation: 50% A minimum average mark (written + oral work) of 10 is required to pass.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

