

Polytechnic Institute in Portalegre



Administration of advertising and Marketing

Undergraduate Degree - 3 years

Year	semester	Curricular Unit	ects
1	Winter sem.	Introduction to Marketing	6
1	Winter sem.	Business Administration	6
1	Winter sem.	English	5
1	Winter sem.	Statistics	6
1	Winter sem.	Marketing Law	5
1	Winter sem.	Marketing Lab I	2
1	Summer sem.	Expression and communication techniques	5
1	Summer sem	IT management	5
1	Summer sem.	management of Communication	6
1	Summer sem	Operational marketing	6
1	Summer sem	Economy	6
1	Summer sem	Marketing Lab II	2
2	Winter sem.	Audiovisual Communication	5
2	Winter sem.	Organizational behavior and Human resources management	6
2	Winter sem.	Consumer Behavior	6
2	Winter sem.	Internal marketing	5
2	Winter sem.	Marketing Research	6
2	Winter sem.	Marketing Lab III	2
2	Summer sem	Public Relations and Event Organization	5
2	Summer sem	Services and Tourism Marketing	6
2	Summer sem	Advertising Communication	6
2	Summer sem	Internet Services and Technology	5
2	Summer sem.	Markets and Trading Business	6
2	Summer sem	Marketing Lab IV	2
3	Winter sem.	Brand management	5
3	Winter sem.	Advertising Strategy and planning	6
3	Winter sem.	Relational Marketing	5
3	Winter sem.		5
3	Winter sem.	Marketing for SME	6
3	Winter sem.	Marketing Lab V	2
3	Summer sem	Marketing Planning and Control	5
3	Summer sem	Business Simulation	6
3	Summer sem	Working training	19