Direction

Carla Mónica da Silva Santos

Number of Semesters

4

ECTS

120

Access Conditions

Candidates must pass one of the following Relevant Areas:

- Portuguese
- Computer Science

About

The Higher Professional Technical Course (CTeSP) in Digital Communication aims to train professionals with solid training in the pillars of Digital Communication, to carry out any function related to the planning, management, execution and evaluation of digital communication strategies and solutions.

Course Plan

Course Structure1º Ano / Common Core Communication Modelling Practice 6 ECTS | Critical Thinking 3 ECTS | Marketing and Advertising Theory and Practice 6 ECTS | Oral and Written Expression Techniques 3 ECTS | Representation of Multimedia Elements 6 ECTS | Technical English 6 ECTS | Audio and Video Laboratory 6 ECTS | Communication and Information Technologies 6 ECTS | Communication Theory 3 ECTS | Internal communication 3 ECTS | Photography Laboratory 6 ECTS | Web Document Production 6 ECTS | 2º Ano / Common Core Content Management Systems 6 ECTS | Data Analysis Tools 6 ECTS | Digital Platforms and Social Networks 6 ECTS | Project 6 ECTS | Web Marketing 6 ECTS | Traineeship 30 ECTS |