



CTeSP | Curso Técnico Superior Profissional  
**Gestão de Redes Sociais e Estratégias Digitais**

**Direction**

Pedro Nuno Duarte Oliveira

**Number of Semesters**

4

**ECTS**

120

**Access Conditions**

Candidates must pass one of the following Relevant Areas:

- Portuguese;
- Mathematics;
- Economy.

## About

The Higher Professional Technical Course (CTeSP) in Social Media Management and Digital Strategies aims to train professionals prepared to respond to the challenges of digital communication in the 21st century, mastering the main tools, platforms and strategies used in the universe of social networks. In a scenario where online presence is decisive for the success of brands, companies and personal projects, this course offers solid, practical training in line with market demands, allowing students to plan, execute and evaluate digital campaigns with real impact. Throughout the training, students will acquire skills in areas such as multimedia content management, strategic partnerships, performance metrics analysis, consumer behavior, digital ethics, storytelling and monetization of online communities. With a strong practical component, access to market tools and a close connection to the business fabric, this course provides a dynamic and employability-oriented learning environment. The curricular structure also includes a curricular internship in the last semester, ensuring a real experience in a professional context, essential for a successful transition to the job market.

## Course Plan

Course Structure 1º Ano / Common Core Critical Thinking 3 ECTS | Introduction to Social Media and Digital Marketing 6 ECTS | Management and Monetisation of Online Communities 6 ECTS | Oral and Written Expression Techniques 6 ECTS | Social Media Management Tools 3 ECTS | Technical English 6 ECTS | Analysing Social Media Metrics and Performance 6 ECTS | Design Thinking 3 ECTS | Digital Ethics and Legislation 3 ECTS | Digital Platforms and Social Networks 6 ECTS | Online Psychology and Consumer Behaviour 6 ECTS | Strategies for Digital Partnerships and Collaborations 6 ECTS | 2º Ano / Common Core Advertising and Promotion on Social Media 6 ECTS | Digital Campaign Planning and Management 6 ECTS | Digital Content Production 6 ECTS | Integrated Project 6 ECTS | Storytelling Techniques and Digital Creativity 6 ECTS | Traineeship 30 ECTS |