

Curriculum

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1st Year 2nd Year

1st Semester

Semester	Media, Society & Culture Nelson Ribeiro / Catarina Duff Burnay / Catarina Valdigem	6
Semester	Research Methods Ioli Campos / João Simão / Jessica Roberts / Patrícia Tavares / Sandra Borges Tavares	6
Semester	Strategic Marketing Anna Boechat	6
Semester	Advertising Alexandre Duarte / Rita Salvado	6
Semester	Elective Course (check list inside)	

2nd Semester

Semester	Advanced Studies in Communication Catarina Valdigem / Fernando Ilharco / Isadora Ataíde Fonseca	6
Semester	Brands and Reputation João Lemos e Diogo	6
Semester	Strategies and Metrics of Digital Marketing André Casado	6
Semester	Consumer Behavior Patrícia Dias	6
Semester	Elective Course (check list inside)	

Contacts

ADMISSIONS OFFICE - MASTERS

E-mail: mastersfch@ucp.pt

Phone: (+351) 217 214 281

More Information

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Applications for 2025/2026

Early Bird: January 20 to March 5

1st Phase: March 20 to April 29

2nd Phase: May 15 to June 23

Language:

Portuguese and/or English

Classes:

Full-time

Group 1 (English), from 5:00 pm to 8:00 pm

Group 2 (Portuguese), from 6:30 pm to 9:30 pm

Coordinators



Catarina Duff Burnay



Patrícia Tavares

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1st Year 2nd Year

3rd Semester

	ECTS
Semester Research Seminar I Catarina Duff Burnay / Cátia Ferreira / Ioli Campos / Nuno Goulart Brandão / Patrícia Tavares / Rita Figueiras	6
Semester Dissertation/Project/Internship Report	24

4th Semester

	ECTS
Semester Research Seminar II Catarina Duff Burnay / Isadora Ataíde Fonseca / Naíde Müller / Nuno Goulart Brandão / Shenglan Zhou	6
Semester Dissertation/Project/Internship Report	24

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