

ACADEMIC OFFER IN ENGLISH | MASTER COURSES | SPRING SEMESTER 2017-2018

Universidade Europeia

LAUREATE INTERNATIONAL UNIVERSITIES

Degree	Course (PT)	Course (ENG)	Year	Course type: Laboratory Theory-Practice Theoretical	Contact Hours	ECTS	Delivery: ENG Bilingual (ENG+PT) Tutorial (ENG)
MA Marketing	Marketing Relacional	Relationship Marketing	2	TP	30	6	Tutorial
MA Marketing	Direção de Vendas	Sales Management	2	TP	30	6	Bilingual
MA Marketing	Performance Empresarial e de Marketing	Business and Marketing Performance	2	TP	30	6	Tutorial
MA Marketing	Logística Comercial	Business Logistics	2	TP	30	6	Tutorial
MA Marketing	Gestão dos Social Media	Social Media Management	2	TP	30	6	Tutorial
MA Design & Advertising	Projeto Design Publicitário	Advertising Design Project	1	PL/TP	60	9	Tutorial
MA Design & Advertising	Laboratório de Produção Audiovisual	Audio-visual Production Lab	1	PL	30	6	Tutorial
MA Design & Advertising	Media Strategy	Media Strategy	1	TP	30	6	Tutorial
MA Design & Advertising	Living Lab	Living Lab	1	PL	30	6	Tutorial
MA Design & Advertising	Publicidade nos Meios Digitais	Digital Media Advertising	1	TP	30	3	Tutorial
MA Product and Space Design	Design de Produto	Product Design	1	PL/TP	60	9	Tutorial
MA Product and Space Design	Modelação e Prototipagem	Modelling and Prototyping	1	PL	30	6	Tutorial
MA Product and Space Design	Ergonomia dos Produtos e Ambientes	Product and Environment Ergonomics	1	TP	30	6	Tutorial
MA Product and Space Design	Design de Ambientes	Environmental Design	1	PL/TP	60	9	Tutorial
MA Product and Space Design	Design de Equipamento e do Espaço	Equipment and Space Design	1	PL	30	6	Tutorial
MA Product and Space Design	Estudos de Tendências no Design	Tendency Studies in Design	1	TP	30	6	English
MA Product and Space Design	História do Design Industrial e dos Ambientes	Industrial and Environmental Design History	1	PL	30	6	Tutorial
MA Product and Space Design	Cenografia e Produção Fotográfica	Scenography and Photographic Production	1	TP	30	3	Tutorial
MA Product and Space Design	Metodologia de Investigação	Research Methodology	2	TP	30	6	Tutorial



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MA Design Management	Gestão Integrada do Design	Integrated Design Management	1	TP	30	6	English
MA Design Management	Design Thinking	Design Thinking	1	TP	30	6	Tutorial
MA Design Management	Comportamento do Consumidor	Consumer Behavior	1	TP	30	6	Tutorial
MA Design Management	Marketing Estratégico	Strategic Marketing	1	TP	30	6	Tutorial
MA Design Management	Team Building	Team Building	1	T	15	3	Tutorial
MA Design Management	Network and Innovation	Network and Innovation	1	T	15	3	Tutorial
MA Design Management	Branding e Gestão da Comunicação	Branding and Communication Management	1	TP	30	6	Tutorial
MA Design Management	Gestão da Cadeia de Valor	Value Chain Management	1	TP	30	6	Tutorial
MA Design Management	Business Design	Business Design	1	TP	30	6	Tutorial
MA Design Management	Service Design	Service Design	1	TP	30	6	Tutorial
MA Design Management	Metodologia de Investigação	Research Methodology	1	T	15	3	Tutorial
MA Design Management	Estudo de Macro e Micro Tendências	Study of Macro and Micro Trends	1	T	15	3	English
MA Design Management	Seminários Temáticos	Thematic Seminars	2	S	15	3	Tutorial
MA Design Management	Investigação Aplicada	Applied Research	2	T	15	3	Tutorial
MA Design & Visual Culture	Projecto Cultura Visual	Visual Culture Project	1	PL	60	9	English
MA Design & Visual Culture	Metodologias de Investigação	Research Methodologies	1	T	15	3	Tutorial
MA Design & Visual Culture	Meodologias de Invesigação	Research Methodologies	2	T	15	3	Tutorial
MA Design & Visual Culture	Fotografia	Photography	1	PL	30	6	English
MA Design & Visual Culture	Arte e Cultura Visual	Art and Visual Culture	1	TP	30	6	English
MA Design & Visual Culture	Tipografia	Typography	1	PL	30	6	English
MA Design & Visual Culture	Crítica da Imagem	Image Critics	2	T	15	3	English



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MA Branding & Fashion Design	Branding de Moda	Fashion Branding	1	T / TP	75	7	Tutorial
MA Branding & Fashion Design	Cultura de Moda	Fashion Culture	1	T / TP	60	6	English
MA Branding & Fashion Design	Fashion Business	Fashion Business	1	T / TP	60	6	English
MA Branding & Fashion Design	Colecções de Moda e Sourcing	Fashion Collections and Sourcing	1	T / TP	60	6	Tutorial
MA Branding & Fashion Design	Fundamentos de Marketing e Branding	Marketing and Branding	1	T / TP	60	5	English
MA Branding & Fashion Design	Fundamentos de Design de Moda	Fashion Design	1	T / TP / PL	60	5	English
MA Branding & Fashion Design	Seminários Branding e Design de Moda	Branding and Fashion Design Seminars	1	T	15	3	Tutorial
MA Interaction Design	Laboratório de Design de Interação III: Prototipagem Interativa	Interaction Design Lab III: Interactive Prototyping	1	T / TP / PL	42	7	English
MA Interaction Design	Laboratório de Design de Interação IV: Design de Desenvolvimento	Interaction Design Lab IV: Implementation	1	T / TP / PL	42	7	Bilingual
MA Interaction Design	Estratégia de Conteúdo	Content Strategy	1	T / TP / PL	21	3.5	English
MA Interaction Design	Design de Sistemas	System Design	1	T / TP / PL	21	3.5	English
MA Interaction Design	Empreendedorismo em Negócios Digitais	Entrepreneurial Business Design	1	T / TP	21	3.5	English
MA Interaction Design	Fundamentos da Programação	Programming Fundamentals	1	T / TP / PL	21	3.5	English

Please Note:

- 1) In a TUTORIAL framework, classes are taught in Portuguese with the Professor providing one-on-one guidance in English to exchange students.
- 2) In a BILINGUAL framework, classes are taught in a combination of Portuguese and English. An effort will be made to ensure that the same time is dedicated to both but we cannot assure that this is so.
- 3) In an ENGLISH framework, classes are taught in English.
- 4) Courses not specified in this list are taught in Portuguese.
- 5) We are committed to ensuring that all ERASMUS students are able to attend the courses of their choice.

Students will be enrolled on a first-come first served basis and we cannot guarantee room in all the courses available. We are also not responsible for schedule incompatibilities.

- 6) Students are allowed to choose any subject in the same cycle of their studies, up to a limit of 30 ECTS.

The choice of subjects of a course in a study cycle, higher than their studies, requires authorization.