

SUMMER SCHOOL OF ECONOMICS AND MANAGEMENT 2014

21ST JULY - 1ST AUGUST

OPEN TO **ALL STUDENTS** (2ND YEAR AND UP)

Catolica Porto School of Economics and Management is recognised as a leading Management and Economics school in Portugal. Whether or not you have an Economics background, our two week summer school dares you to change your perspective, with our new course on Marketing Trends

WEEK 1

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
9 a.m. - 1 p.m.	Marketing Trends	Digital Marketing & Viral Marketing	Services Marketing	Kids Marketing	Branding	Free Time
1 p.m. - 3 p.m.			Lunch Break			
3 p.m. - 6 p.m.	Free Time	Workshop 1	Free Time	Workshop 2	Free Time	

WEEK 2

	Monday	Tuesday	Wednesday	Thursday	Friday
9 a.m. - 1 p.m.	Communication	Sensorial Marketing & Place Marketing	Relationship Marketing	Social Marketing & Cause-Related Marketing	SEO, SEM & Google Adwords
1 p.m. - 3 p.m.	Lunch Break				
3 p.m. - 6 p.m.	Free Time	Workshop 3	Free Time	Workshop 4	Free Time

PROGRAMME COST

TUITION, STUDY MATERIALS, AND SOCIAL EVENTS PARTICIPATION € 500

ACCOMMODATION PACKAGE (SHARED ROOM INCLUDING BREAKFAST, COFFEE BREAKS AND DINNER MEALS ALONG THE ENTIRE SUMMER PROGRAMME) € 260

APPLICATION DEADLINES

30TH OF JUNE, 2014

FOR MORE INFORMATION ABOUT THE PROGRAMME PLEASE VISIT :
[HTTP://WWW.FEG.PORTO.UCP.PT/SUMMERSCHOOL/](http://www.feg.porto.ucp.pt/summerschool/)

USJ International Relations
Ms. Paula Mota
Tel. (+853)8796 4440
international@usj.edu.mo

INFORMATION ABOUT THE OUTGOING STUDENT EXCHANGE PROGRAMME:

WWW.USJ.EDU.MO/EN/STUDENTS/SERVICES/EXCHANGE-PROGRAMS