Current changes resulting from globalization and approximation of markets allowed us to identify a different set of lines of thought and actions taken by consumers and organizations in their attempts to survive and adapt to this new environment in which business are taking pale.

**Programme A | Marketing Trends:**
1) Digital Marketing & Viral Marketing
2) New Marketing Trends
3) SEO, SEM and Google Adwords
4) Kids Marketing Branding
5) Branding & On-Line Communication
6) Sensorial Marketing & Place Marketing
7) Social Marketing and Social Corporate Marketing
8) Cause-Related Marketing

**Programme B | International Business:**
1) Globalization and International Business
2) Country differences: political, legal and economic
3) Country differences (cont): cultural and ethical
4) The strategy of International Business
5) Country evaluation and selection
6) Market entry strategies (entry modes)
7) The organization of international business

**Application Deadline**
15th April, 2016

**For more information:** [HTTP://WWW.PORTO.UCP.PT/PT/SUMMER-SCHOOL?MSITE=21](http://WWW.PORTO.UCP.PT/PT/SUMMER-SCHOOL?MSITE=21)
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**Information about the outgoing student exchange programme**