

<b>TECHNOLOGY'S DEGREE IN MARKETING (E-learning)</b>
<b>DISCIPLINE</b>
<b>MODULE I - FUNDAMENTALS OF MANAGEMENT</b>
Portuguese: Language and Communication
Business Mathematics
Economics
Administration and Theory of Organizations
Entrepreneurial Experience
<b>MODULE II - BUSINESS MANAGEMENT AND MARKETING TOOLS</b>
Marketing Management
Sales Management
Branding and Brand Management
Integrated Marketing Communication
Contemporary Global Issues
<b>MODULE III - MARKET PROCESS PRACTICES</b>
International Marketing
Digital Marketing and Media
Multi-channel Management
Optional Discipline
Integrative Project I
<b>MODULE IV - MARKET DYNAMICS</b>
Research and Market Intelligence
Strategic Marketing
Marketing Plan
Special Topics in Marketing
Integrative Project II