



## Provisional List of Master Course Units for Exchange Students 2022–2023 Academic Year Fall Semester

*Lisbon, April 2022*

**NB:** All course units listed below are lectured in English

Field of Study	Code	Course Unit	ECTS credits
Communication	331116	Advertising	6
Psychology	332419	Applied Research Methods in Psychology	6
Culture Studies	331561	Arts and Markets	6
Asian Studies	332684	Asian Studies: Theories and Debates	12
Psychology	332418	Brain, Emotion and Cognition in Business & Economics	6
Asian Studies	332680	China Relations with Asia, EU and the USA	6
Culture Studies	331533	Cognition and Creativity	6
Psychology	332417	Cognitive-motivational strategies, decision-making and behaviour	6
Communication	331023	Communication and Leadership	6
Communication	332683	Communication Strategies and Consumer Behaviour in Asian Markets	6
Asian Studies	332683	Communication Strategies and Consumer Behaviour in Asian Markets	6
Communication	331104	Corporate Communication and Social Responsibility	6
Culture Studies	331549	Cultural Economy	6
Culture Studies	331546	Cultural Performance: Theories and Practice	6
Culture Studies	331557	Curatorship	6
Communication	331125	Effective Communication Planning	6
Communication	331107	Fake News, Propaganda and Freedom of Speech	6
Communication	331126	Film, Heritage and Culture	6
Psychology	332416	Fundamentals of Psychology in Business & Economics	6
Communication	331092	Marketing and Innovation	6
Communication	331127	Media and Memory	6
Communication	331067	Media Discourse Analysis	6
Communication	331072	Media Economics and Management	6
Communication	331065	Media, Society and Culture	6
Culture Studies	331544	Metaculture	10
Culture Studies	331547	Methods in Cultural Research	6
Culture Studies	331550	Narrative and Culture	6
Communication	331078	Organization and Change	6
Communication	331119	Publics, Audiences and Fans	6
Communication	331068	Research Methods	6



Field of Study	Code	Course Unit	ECTS credits
Psychology	331079	Social Psychology	6
Communication	331124	Sports, Media and Society	6
Communication	331112	Strategic Communication	6
Communication	331115	Strategic Marketing	6
Communication	331109	Television Journalism Lab	6
Asian Studies	332658	The Eyes of Asia: History and Memories of the Portuguese	6
Communication	331084	Transmedia Narratives	6
Communication	331106	Workshop: Advertising and Creativity	6
Culture Studies	331553	World Literature	6