

FCH - recommended elective courses for MPBE students (list of courses winter semester)

1st Semestre

[Media & Politics](#)

[Media e Política](#)

2nd Semestrer

[Organizational Leadership](#) (specific to MPBE)

[Liderança Organizacional](#) (específico para MPBE)

[Consumer Behavior](#)

[Comportamento do Consumidor](#)

[Media Economics & Management](#)

[Economia e Gestão dos media](#)

CATOLICA LISBON - recommended elective courses for MPBE students (list of courses winter semester)

1st trimester

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|---|---|
| Brand management | <u>brand-management-1-trim-23.24.pdf</u> |
| Business ethics and social responsibility | <u>business-ethics-social-responsibility-1-trim-23.24.pdf</u> |
| Consumer behavior | <u>consumer-behavior-1-trim-23.24.pdf</u> |
| Cross cultural management | <u>cross-cultural-management-1-trim-23.24.pdf</u> |
| Digital marketing | <u>digital-marketing-1-trim-23.24.pdf</u> |
| Digital transformation | <u>digital-transformation-1-trim-23.24.pdf</u> |
| International marketing | <u>international-marketing-1-trim-23.24.pdf</u> |
| International negotiation | <u>international-negotiation-1-trim-23.24.pdf</u> |
| Intreprenurship | <u>intrapreneurship-1-trim-23.24.pdf</u> |
| Leadership development | <u>leadership-development-1-trim-23.24.pdf</u> |
| Responsible business | <u>responsible-business-1-trim-23.24.pdf</u> |
| Strategic management | <u>strategic-management-1-trim-23.24.pdf</u> |

2nd trimester

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|---|---|
| Advanced strategic management | <u>advanced-strategic-management-2-trim-23.24.pdf</u> |
| Brand activation | <u>brand-activation-2-trim-23.24.pdf</u> |
| Business ethics and social responsibility | <u>business-ethics-social-responsibility-2-trim-23.24.pdf</u> |
| Marketing communication | <u>marketing-communication-2-trim-23.24.pdf</u> |
| Project management | <u>project-management-2-trim-23.24.pdf</u> |