

# List of Master Course Units for Exchange Students

2024–2025 Academic Year

## Spring Semester

Lisbon, 07 August, 2025

**Only MA students can attend seminars offered within the framework of 2<sup>nd</sup> cycle seminars at the Faculty of Human Sciences.**

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

Field of Study	Course Unit Code	Course Unit Designation / Unidade Curricular	ECTS credits
Culture Studies	331564	Academic Writing	2
Communication	331110	Advanced Studies in Communication   Group 2	6
Communication	331110	Advanced Studies in Communication   Group 4	6
Communication	331110	Advanced Studies in Communication   Group 6	6
Asian Studies	332656	Asian Presences in European Literature	6
Asian Studies	332685	Asian Studies Topics	6
Psychology	332418	Brain, Emotion and Cognition in Business & Economics	6
Communication	331080	Brand Reputation	6
Psychology	332420	Business Economics	6
Communication	331137	Communication and Artificial Intelligence	6
Asian Studies	332687	Comparative Asian Political Systems	6
Asian Studies	332686	Comparative Cultures in Asia	6
Communication	331118	Consumer Behaviour	6
Communication	331051	Cyberculture	6
Psychology	332423	Data Analysis Methods in Psychology	6
Communication	331111	Digital Journalism Lab	6
Communication	331121	Digital Transformation and Mobility	6
Communication	331131	Employer Branding	6
Culture Studies	331572	Entrepreneurial Project	6
Communication	331107	Fake News, Propaganda and Freedom of Speech	6
Communication	331120	Gamification: Theory and Practice	6
Communication	331093	Internal Communication in Organizations	6
Psychology	331145	Interventions for behavioral and social changes	6
Communication	331070	Journalism Studies	6



Field of Study	Course Unit Code	Course Unit Designation / Unidade Curricular	ECTS credits
Communication	331122	Media and Entertainment Industries	6
Communication	331127	Media and Memory	6
Communication	331072	Media Economics and Management	6
Culture Studies	331573	Metaculture	10
Communication	331113	Organizational Digital Transformation	6
Psychology	332428	Organizational Leadership	6
Culture Studies	331576	Politics of the Visual	6
Psychology	332421	Psychology and Policy	6
Communication	331114	Psychosociology of Organizations	6
Communication	331124	Sports, Media and Society	6
Psychology	331144	Strategic Communication, Risk and Crisis Communication	6
Communication	331117	Strategies and Metrics for Digital Marketing	6
Culture Studies	331590	Tacit Knowledge and Culture	6
Communication	331021	Television Studies	6
Asian Studies	332681	The Indian and the Pacific Oceans in World History	6
Communication	331106	Workshop: Advertising and Creativity	6