

CATÓLICA PORTO BUSINESS SCHOOL

SUMMER SCHOOL 2019



THIS SUMMER CHANGE YOUR PERSPECTIVE

PORTO, JULY 22 to AUGUST 2
www.porto.ucp.pt/summer-school



CATÓLICA
CATÓLICA PORTO
BUSINESS SCHOOL

PORTO

EMPOWER
YOUR
FUTURE

> SUMMER SCHOOL PROGRAMME

Is there anything lacking in your academic path that you need to take the **next step forward**? Are you aiming to find out which area of knowledge you would **like to work** in the near future? Do you want to experience a **great time abroad**, getting to know new people? If you are an undergraduate or graduate student from any field of knowledge, or a young professional willing to update your skills, while enjoying an experience abroad, this programs **definitely suit you!**

**TWO WEEK
PROGRAMME**

*ENTIRELY TAUGHT
IN ENGLISH*

ONE OF 2 INTAKES

**MARKETING TRENDS
INTERNATIONAL VENTURES**



SESSIONS

**GROUP
PROJECT**

**INTERACTING
WITH BUSINESS**

**CULTURAL
PROGRAMME**



UNFORGETTABLE SUMMER EXPERIENCE

PROGRAMME
**MARKETING
TRENDS**

> OVERVIEW

The course provides a foundation of knowledge on the latest marketing trends. Current changes resulting from globalisation and the integration of digital technologies into everyday life, allowed us to identify a different set of lines of thought and actions taken by consumers and organisations in their attempts to survive and adapt to this new environment. We will base our teaching methods in case studies and role play. Managers from relevant companies will be invited to interact with students.

> TOPICS

new consumer trends | marketing 3.0 and 4.0 | e-commerce platforms | cause related marketing and social marketing | social media branding | on-line customer experience | experiential marketing | viral and tribal marketing | SEO and Google Adwords | the business case

> COORDINATOR

SUSANA COSTA E SILVA

Assistant Professor
Católica Porto Business School



PROGRAMME
**INTERNATIONAL
VENTURES**

> OVERVIEW

International business makes up a large and growing share of world's business. Global events and international competition affect small and large companies across industries. There is an increasing number of companies conducting international business and a growing number of start-ups are born global. To internationalise is the result of entrepreneurial decision by managers, being it within existing firms or in new ventures. Would you like to know how to design an internationalisation strategy for an SME? Would you like to start an international venture? Enrol in this summer course to understand how to face the challenges involved in making business internationally.

You will study theories and practice of international business. Teaching in lectures is closely linked to the team project consisting of the development of an international business plan.

> TOPICS

cross cultural management | opportunity recognition | internationalisation strategies | evaluation of countries for market selection | client identification | market entry modes | international management of people | international financial issues

> COORDINATORS

LEONOR SOPAS

Invited Assistant Professor
Católica Porto Business School

LEONARDO CORBO

Invited Assistant Professor
Católica Porto Business School



> REQUIREMENTS

Students and recent graduates at undergraduate and graduate level of all areas | Fluency in English | No Portuguese language knowledge is required | More than 18 years old

> ECTS

Applicants can obtain 4 ECTS, provided if they attended all sessions and have obtained approval within all the assessment elements (may include previous assignments).

> FEES

	EARLY BIRD	REGULAR
Programme (excluding accomodation)	€ 750	€ 850

Students from Partner Institutions have a 10% discount.

Fees include: materials, social activities and coffee breaks in the morning.

Fees do not include: travel costs, meals and insurance.

> ACCOMODATION

Accommodation can be added for additional 375.50€.

Accommodation in local dorm for 13 nights + breakfast between July 21 to August 2 (check out on the 3rd) in shared room (2 students), limited to availability – rooms will be assigned in a first come first served basis.

> APPLICATION DATES

Early bird application: until March, 31, 2019

Results for early bird applicants will be announced no later than April, 6.

Regular application: from April, 1 to May, 31, 2019

Application deadline: May, 31, 2019

> HOW TO APPLY

Please go to www.porto.ucp.pt/summer-school and fill your application form.

Refunds and Cancellation: Cancellations before the 15th of June can be made at no cost.

> ADMISSION

You will receive an email confirming your application.

As soon as the application has been processed, you will receive an email with the details for your enrolment.