

POST-GRADUATION

# Political Consultancy and Strategic



2022/2023

3rd Edition

## Objectives

We aim that participants acquire skills in political and strategic communication Political and electoral marketing Internet and digital technologies Media platforms and social networks Crisis communication, image management and reputation Political systems, media, and public opinion.

The study plan is structured so as to integrate theory and practice, foster the use of techniques and tools that allow participants to understand and interact with the media and politics in terms of their relationship with public space.

The training regime is b-Learning, and students who are geographically distant can attend all UC in e-learning mode.

## Who should attend

Current or future political and communication strategy consultants.

Applicants include those holding a degree in journalism, political sciences, public policies, and management.

Institutional and organizational consultants and decision-makers.

### Information



**215 800 952**

[academy.autonoma.pt](http://academy.autonoma.pt) / [academy@autonoma.pt](mailto:academy@autonoma.pt)

## Structure

The Post-Graduation in Political Consultancy and Strategic Communication aims to train all those interested or working in information media in the current communication ecology.

Ours is a hand-on approach, with simple simulation exercises or role play exercises in radio, television, and multimedia studios, as offered by UALMEDIA.

The lecturers are experts, researchers, and professionals in the labour market, in the political and business sectors.

The post-graduation benefits from the experience of major communication companies and agencies as our partners, where the best students can do their traineeships.

**Coordinator:** Nuno Correia de Brito  
Paula Lopes  
Isabel Damásio  
Manuel Silva Pereira

## DURATION

November 2022

## TIMETABLE

Mondays 19:00 – 23:00

Tuesdays 19:00 – 23:00

## WORKLOAD | ECTS

172,5 hours | 30 ECTS

## FEE

Application	100€
Enrolment	100€
School insurance fee	20€
Certificate	75€
Tuition fees	1500€*

\*Fee can be paid in 6 instalments or in full. If payment is in full, a 3,5% discount is applied.

\*AUTÓNOMA alumni have a 10% discount on the tuition fee.

## Study Plan

### > Modules

#### Media training

Isabel Damásio

48 hours \_9 ECTS

#### Communication techniques

Nuno Correia de Brito

19,5 hours \_4 ECTS

#### Marketing and Political Communication

Nuno Correia de Brito

36 hours \_7 ECTS

#### Political Systems - Strategy and Public Policies

Alberto Arons de Carvalho

19,5 hours \_2 ECTS

#### Introduction to Internet management

Manuel Silva Pereira

18 hours \_4 ECTS

#### Citizenship, Communication and Public Space

Hélder Prior

19,5 hours \_2 ECTS

#### Final Project

Isabel Damásio, Manuel Silva Pereira, Nuno Correia de Brito

12 hours \_2 ECTS

### Partners

