

Political Consultancy and Strategic



2021/2022

2nd 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.

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 / 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 2021

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

