	STUDENTS FROM					
	Partner In	stitutions	Non-Partner Institutions			
	Early Bird	Normal	Early Bird	Normal		
With Accommodation*	750€	€008	€008	850€		
Without Accommodation	650€	700€	700€	750€		

*13 nights in single rooms

The accommodation includes breakfast and is limited to availability, rooms will be assigned in a first come first served basis. The accommodation is at a downtown dorm and is at a 15 minutes bus distance from the school. The fee includes materials, social activities and coffee breaks during morning classes.

Fees do not include: Travel costs, meals or insurance.

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

The Católica Porto Business School reserves the right to cancel the course due to insufficient enrolment. If this is the case, the tuition fee will be fully refunded.

Early bird application: 15th of February 2017

Students will receive a confirmation e-mail with payment details, the payment has to be received 1 week after the acceptance e-mail.

Application deadline: 31st of May of 2017

HOW TO APPLY

FEES

Please go to www.porto.ucp.pt/summer-school and fill your application form. After receiving your application our services will send you an e-mail confirming the acceptance and giving the details for the payment. CATÓLICA PORTO BUSINESS SCHOOL

SUMMER SCHOOL 2017

This Summer, change your perspective



INTERNATIONAL 2 BUSINESS



Porto, 17th - 29th of July www.porto.ucp.pt/summer-school

Católica Porto Business School

Rua Diogo Botelho, 1327 4169-005 Porto summerschool.catolicabs@porto.ucp.pt +351 226 196 245

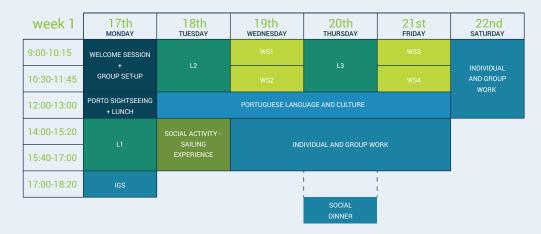




MARKETING TRENDS

The course provides a foundation of knowledge on the latest marketing trends. Current changes resulting from globalization and approximation of markets allowed us to identify a different set of lines of thought and actions taken by consumers and organizations in their attempts to survive and adapt to this new environment in which business are taking place.

TOPICS: Digital Marketing & Viral Marketing | New Marketing Trends | SEO, SEM and Google Adwords | Kids Marketing Branding | Branding & On-Line Communication | Sensorial Marketing & Place Marketing | Social Marketing and Social Corporate Marketing | Cause-Related Marketing.

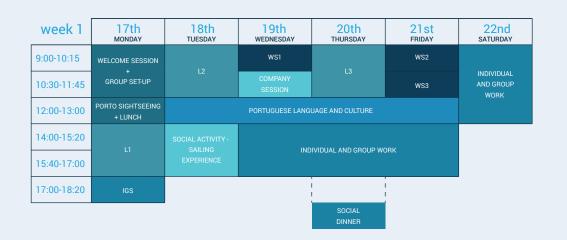


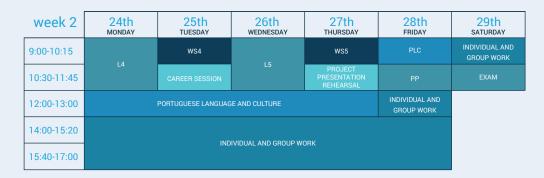
week 2	2 24th MONDAY	25th TUESDAY	26th WEDNESDAY	27th THURSDAY	28th FRIDAY	29th saturday		
9:00-10:15		WS5	L5	WS6		INDIVIDUAL AND GROUP WORK		
10:30-11:4	L4	CAREER SESSION		PROJECT PRESENTATION REHEARSAL	PLC	EXAM		
12:00-13:0)	PORTUGUESE LANGUAG	INDIVIDUAL AND GROUP WORK					
14:00-15:20	D							
15:40-17:0		INDIVIDUAL AND GROUP WORK						

This course provides an introduction to international business and the internationalization strategies managers develop to sustain a competitive advantage in a globalizing world. Students, working in teams, will be required to develop an internationalization project for a company, including the selection of the most suitable new market for the product or service and the development of the market entry strategy.

INTERNATIONAL 2 BUSINESS

TOPICS: Globalization and International Business | Country differences: political, legal, economic, cultural and ethical | The strategy of International Business | Country evaluation and selection | Market entry strategies | The organization of international business.





Applicants can obtain 4 ECTS, provided they attended all sessions and have obtained approval within all the assessment elements, including previous assignments. All sessions and materials are in English.