

FEES

	STUDENTS FROM			
	Partner Institutions		Non-Partner Institutions	
	Early Bird	Normal	Early Bird	Normal
With Accommodation*	750€	800€	800€	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 Cancellation: Cancellations 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

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

1

MARKETING TRENDS

INTERNATIONAL BUSINESS

2



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

Católica Porto Business School

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CATÓLICA
 CATÓLICA PORTO BUSINESS SCHOOL

PORTO



1

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 1	17th MONDAY	18th TUESDAY	19th WEDNESDAY	20th THURSDAY	21st FRIDAY	22nd SATURDAY
9:00-10:15	WELCOME SESSION +	L2	WS1	L3	WS3	INDIVIDUAL AND GROUP WORK
10:30-11:45	GROUP SET-UP		WS2		WS4	
12:00-13:00	PORTO SIGHTSEEING + LUNCH	PORTUGUESE LANGUAGE AND CULTURE				
14:00-15:20	L1	SOCIAL ACTIVITY - SAILING EXPERIENCE	INDIVIDUAL AND GROUP WORK			
15:40-17:00						
17:00-18:20	IGS	SOCIAL DINNER				

week 2	24th MONDAY	25th TUESDAY	26th WEDNESDAY	27th THURSDAY	28th FRIDAY	29th SATURDAY
9:00-10:15	L4	WS5	L5	WS6	PP	INDIVIDUAL AND GROUP WORK
10:30-11:45		CAREER SESSION		PROJECT PRESENTATION REHEARSAL	PLC	EXAM
12:00-13:00	PORTUGUESE LANGUAGE AND CULTURE				INDIVIDUAL AND GROUP WORK	
14:00-15:20	INDIVIDUAL AND GROUP WORK					
15:40-17:00						

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.

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.

INTERNATIONAL BUSINESS

2

week 1	17th MONDAY	18th TUESDAY	19th WEDNESDAY	20th THURSDAY	21st FRIDAY	22nd SATURDAY
9:00-10:15	WELCOME SESSION +	L2	WS1	L3	WS2	INDIVIDUAL AND GROUP WORK
10:30-11:45	GROUP SET-UP		COMPANY SESSION		WS3	
12:00-13:00	PORTO SIGHTSEEING + LUNCH	PORTUGUESE LANGUAGE AND CULTURE				
14:00-15:20	L1	SOCIAL ACTIVITY - SAILING EXPERIENCE	INDIVIDUAL AND GROUP WORK			
15:40-17:00						
17:00-18:20	IGS	SOCIAL DINNER				

week 2	24th MONDAY	25th TUESDAY	26th WEDNESDAY	27th THURSDAY	28th FRIDAY	29th SATURDAY
9:00-10:15	L4	WS4	L5	WS5	PLC	INDIVIDUAL AND GROUP WORK
10:30-11:45		CAREER SESSION		PROJECT PRESENTATION REHEARSAL	PP	EXAM
12:00-13:00	PORTUGUESE LANGUAGE AND CULTURE				INDIVIDUAL AND GROUP WORK	
14:00-15:20	INDIVIDUAL AND GROUP WORK					
15:40-17:00						

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.