CATÓLICA PORTO BUSINESS SCHOOL
SUMMER SCHOOL 2018

This Summer, change your perspective

Porto, July 16-28
www.porto.ucp.pt/summer-school
> 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 programme definitely suits you!

MARKETING TRENDS

> OVERVIEW
The course provides a foundation of knowledge on the latest marketing trends. Current changes resulting from globalization 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 organizations 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 4.0 | E-commerce platforms | cause related marketing | generation z behavior | social media branding | on-line customer experience | experiential marketing | viral and tribal marketing | SEO and Google Adwords | luxury and sustainable marketing

COOORDINATOR
Susana Costa e Silva
Assistant Professor
Católica Porto Business School

INTERNATIONAL BUSINESS

> OVERVIEW
The 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

COOORDINATOR
Leonor Sopas
Invited Assistant Professor
Católica Porto Business School

ENTREPRENEURSHIP

> OVERVIEW
The course introduces the key concepts, tools and principles of entrepreneurship. It offers a framework for understanding the entrepreneurial process and learning what it takes to turn your idea into a viable business. Students will be exposed to the challenges faced by entrepreneurs who start new ventures or by professionals who work in entrepreneurial settings. You will have the chance to interact with leading entrepreneurs, investors, and academics who will help you develop and test your assumptions as well as pitch your business model. A blended learning method will be used that will include lectures, facilitated group discussions, workshops and role playing.

> TOPICS
Innovating in established companies | Start-up strategy | Networks and Platform-based business models | Running lean | Entrepreneurial marketing | Social entrepreneurship

COOORDINATOR
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

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<th>EARLY BIRD</th>
<th>REGULAR</th>
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<tbody>
<tr>
<td>Programme with accomodation</td>
<td>€ 850</td>
<td>€ 900</td>
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<tr>
<td>Programme without accomodation</td>
<td>€ 750</td>
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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
Accomodation includes 13 nights + breakfast between July 15 to 27 (check out on the 28th) in a shared room (2 students) and is limited to availability – rooms will be assigned in a first come first served basis. Individual accomodation has a plus of 200€ per student.

> APPLICATION DATES
Early bird application: until March, 31
Regular application: from April, 1 to May, 31
Application deadline: May, 31

> HOW TO APPLY
Please go to www.porto.ucp.pt/summer-school and fill your application form.
Refunds and Cancelation: Cancelations before the 15th of June can be made at no cost.

> ADMISSION
Results for early bird applicants will be announced no later than April, 6.
Results for regular applicants will be announced within a two-week period.
You will receive a confirmation email with payment details.
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.