

COMMUNICATION SCIENCES

Coordinator: Luís Humberto Jardim Marcos, lmarcos@ismai.pt

Admission exams: Philosophy (06) or History (11) or English (13) or Portuguese (18)

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The Bachelor's degree in Communication Sciences aims to prepare professionals who are able to perform a range of functions (some of which are multidisciplinary) in the vast field of communication within organisations (business and institutional communications) and in the media. The course aims to meet the European challenge to improve human resources in areas heavily marked by information technology and enhance the information and knowledge society by helping to improve the media's operations and socio-economic and cultural role. The entire course operates within the relationship between communication and technology, starting with a more general view in the first semesters followed by greater specialisation in the 2nd and 3rd years. As a whole, the different course units work like pieces in a harmonious mosaic organised around a central goal: providing a dynamic range of skills to use in professional work or future research.

Professional opportunities

Senior communications/organisational communications officer; senior marketing and advertising officer; journalist; communications consultancy; press office; copy editing; etc.

What makes this course different?

Students have access to two centres that have great potential to enrich their practical, on-the-job training: the Communication Sciences Centre (CCCOM) multiplatform studio and the Multimedia Lab and Centre (CLM).

Some teachers on this course are members of the Communication and Society Research Centre (CECS), University of Minho, classified as "Excellent" in the Foundation for Science and Technology's international evaluation.

Internationalisation

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

SPECIALISATION ORGANISATIONAL COMMUNICATION

YEAR 1

SEMESTER 1 • 30 ECTS

- 5 Linguistic Studies
- 5 Introduction to Social Sciences
- 6 Communication Practices I
- 5 Sociology of Information
- 5 Pagination and Vector Imaging Technology
- 4 Foreign Language I (French) (a)
- 4 Foreign Language I (English) (a)

SEMESTER 2 • 30 ECTS

- 5 Dot Matrix Images and Photography
- 5 History of the Media
- 5 Digital Communication Laboratory I
- 6 Communication Practices II
- 4 Foreign Language II (French) (a)
- 4 Foreign Language II (English) (a)
- 5 Semiotics of Text and Static Images (b)
- 5 Cultural Psychology (b)
- 5 Ecology and the Environment (b)
- 5 Business Organisation and Management (b)
- 5 Strategic Human Resource Management (b)

Note: (a) Choose one of the two course units. (b) Choose one of the five course units.

YEAR 2

SEMESTER 1 • 30 ECTS

- 5 Digital Audio
- 5 Contemporary Culture
- 8 Digital Communications Laboratory II
- 6 Research Methods and Techniques I
- 6 Communication Theories

SEMESTER 2 • 30 ECTS

- 5 Communication Law
- 5 Europe and the International Community
- 5 Research Methods and Techniques II
- 5 Public Opinion and Audience Studies
- 5 Digital Video
- 5 Organisational Communication Laboratory (a)
- 5 Journalism Laboratory (a)
- 5 Marketing and Advertising Laboratory (a)

Note: (a) Choose one of the three course units.

YEAR 3

SEMESTER 1 • 30 ECTS

- 6 Press Office
- 8 Applied Research Laboratory for Organisational Communication
- 7 Organisational Communication Techniques
- 5 Ágora Seminar
- 4 Technology for the Internet

SEMESTER 2 • 30 ECTS

- 5 Organisational Culture
- 6 Laboratory for Event Planning and Dissemination
- 4 Online Information Technology and Social Networks
- 15 Project/Work Placement

SPECIALISATION JOURNALISM

YEAR 1

SEMESTER 1 • 30 ECTS

- 5 Linguistic Studies
- 5 Introduction to Social Sciences
- 6 Communication Practices I
- 5 Sociology of Information
- 5 Pagination and Vector Imaging Technology
- 4 Foreign Language I (French) (a)
- 4 Foreign Language I (English) (a)

SEMESTER 2 • 30 ECTS

- 5 Dot Matrix Images and Photography
- 5 History of the Media
- 5 Digital Communication Laboratory I
- 6 Communication Practices II
- 4 Foreign Language II (French) (a)
- 4 Foreign Language II (English) (a)
- 5 Semiotics of Text and Static Images (b)
- 5 Cultural Psychology (b)
- 5 Ecology and the Environment (b)
- 5 Business Organisation and Management (b)
- 5 Strategic Human Resource Management (b)

Note: (a) Choose one of the two course units. (b) Choose one of the five course units.

YEAR 2

SEMESTER 1 • 30 ECTS

- 5 Digital Audio
- 5 Contemporary Culture
- 8 Digital Communications Laboratory II
- 6 Research Methods and Techniques I
- 6 Communication Theories

SEMESTER 2 • 30 ECTS

- 5 Communication Law
- 5 Europe and the International Community
- 5 Research Methods and Techniques II
- 5 Public Opinion and Audience Studies
- 5 Digital Video
- 5 Organisational Communication Laboratory (a)
- 5 Journalism Laboratory (a)
- 5 Marketing and Advertising Laboratory (a)

Note: (a) Choose one of the three course units.

YEAR 3

SEMESTER 1 • 30 ECTS

- 5 Journalism Genres
- 5 Radio Journalism
- 5 Television Journalism
- 6 Multiplatform Content Production I
- 5 Ágora Seminar
- 4 Technology for the Internet

SEMESTER 2 • 30 ECTS

- 5 Cyberjournalism
- 6 Multiplatform Content Production II
- 4 Online Information Technology and Social Networks
- 15 Project/Work Placement

SPECIALISATION MARKETING AND ADVERTISING

YEAR 1

SEMESTER 1 • 30 ECTS

- 5 Linguistic Studies
- 5 Introduction to Social Sciences
- 6 Communication Practices I
- 5 Sociology of Information
- 5 Pagination and Vector Imaging Technology
- 4 Foreign Language I (French) (a)
- 4 Foreign Language I (English) (a)

SEMESTER 2 • 30 ECTS

- 5 Dot Matrix Images and Photography
- 5 History of the Media
- 5 Digital Communication Laboratory I
- 6 Communication Practices II
- 4 Foreign Language II (French) (a)
- 4 Foreign Language II (English) (a)
- 5 Semiotics of Text and Static Images (b)
- 5 Cultural Psychology (b)
- 5 Ecology and the Environment (b)
- 5 Business Organisation and Management (b)
- 5 Strategic Human Resource Management (b)

Note: (a) Choose one of the two course units. (b) Choose one of the five course units.

YEAR 2

SEMESTER 1 • 30 ECTS

- 5 Digital Audio
- 5 Contemporary Culture
- 8 Digital Communications Laboratory II
- 6 Research Methods and Techniques I
- 6 Communication Theories

SEMESTER 2 • 30 ECTS

- 5 Communication Law
- 5 Europe and the International Community
- 5 Research Methods and Techniques II
- 5 Public Opinion and Audience Studies
- 5 Digital Video
- 5 Organisational Communication Laboratory (a)
- 5 Journalism Laboratory (a)
- 5 Marketing and Advertising Laboratory (a)

Note: (a) Choose one of the three course units.

YEAR 3

SEMESTER 1 • 30 ECTS

- 7 Market Studies
- 6 History and Theories of Advertising and Marketing
- 8 Marketing and Advertising Communication Techniques
- 5 Ágora Seminar
- 4 Technology for the Internet

SEMESTER 2 • 30 ECTS

- 6 Strategic Marketing
- 5 Applied Research Laboratory for Advertising (a)
- 5 Applied Research Laboratory for Marketing (a)
- 4 Online Information Technology and Social Networks
- 15 Project/Work Placement

Note: (a) Choose one of the two course units.