

Updated On	2023/09/13																																	
Curricular Year / Period	2023/24 / S2																																	
Course	Communication Design																																	
Curricular Unit	Advertising Techniques																																	
Language(s) of Instruction	Português																																	
ECTS/tempo de trabalho (horas)	<table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="9">Horas de contacto semestral</th></tr> <tr> <th>3</th><th>80</th><th>T</th><th>TP</th><th>PL</th><th>S</th><th>TC</th><th>E</th><th>O</th><th>OT</th><th>EC</th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td>30</td><td></td><td></td><td></td><td></td><td></td><td>10</td><td></td></tr> </tbody> </table> T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.	ECTS	Total	Horas de contacto semestral									3	80	T	TP	PL	S	TC	E	O	OT	EC				30						10	
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3	80	T	TP	PL	S	TC	E	O	OT	EC																								
			30						10																									
Teacher in charge (GDPR consent) [complete name, email]	Ana Paula De Jesus Gaspar / apaulag@ipportalegre.pt																																	
Prerequisites [Curricular Units that must precede and specific entry competences]																																		
Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]																																		
Sustainable Development Goals																																		
Syllabus																																		
Teaching methodologies (including assessment) [Specify the types of assessment and the weights and evaluation criteria]	1 - Teaching methodologies 2 - Period assessment 3 - Examination assesement																																	
Bibliography	1 - Main Bibliography 2 - Complementary Bibliography																																	
Special Situations [Students with special status]	1 - Period assessment - Students with special status 2 - Examination assesement - Students with special status																																	