



# POLYTECHNIC INSTITUTE OF VISEU

## POLYTECHNIC INSTITUTE OF VISEU

### SCHOOL OF TECHNOLOGY AND MANAGEMENT

#### MANAGEMENT DEPARTMENT

### AREAS/FIELDS: Marketing

### INTERNATIONAL SEMESTER 2011/2012

#### AUTUMN SEMESTER / 1<sup>ST</sup> SEMESTER:

SUBJECT	PERIOD	ECTS CREDITS
Promotion and Advertising	1 <sup>st</sup> Semester	5
New Products Design	1 <sup>st</sup> Semester	5
Strategy and Simulation	1 <sup>st</sup> Semester	5
<b>Option 1</b> – Marketing <b>OR</b> Services Marketing	1 <sup>st</sup> Semester	5
<b>Option 2</b> – Management <b>OR</b> Management Accounting	1 <sup>st</sup> Semester	5
<b>Option 3</b> – English <b>OR</b> French <b>OR</b> Spanish <b>OR</b> Free option (to be chosen among the subjects offered by all international semesters)	1 <sup>st</sup> Semester	5

#### SPRING SEMESTER / 2<sup>ND</sup> SEMESTER:

SUBJECT	PERIOD	ECTS CREDITS
Foundations and Applications of Time Value of Money	2 <sup>nd</sup> Semester	5
New Products Design	2 <sup>nd</sup> Semester	5
Promotion and Advertising	2 <sup>nd</sup> Semester	5
<b>Option 1</b> – Marketing <b>OR</b> Services Marketing	2 <sup>nd</sup> Semester	5
<b>Option 2</b> – Management <b>OR</b> Management Accounting	2 <sup>nd</sup> Semester	5
<b>Option 3</b> – English <b>OR</b> French <b>OR</b> Spanish <b>OR</b> Free option (to be chosen among the subjects offered by all international semesters)	2 <sup>nd</sup> Semester	5