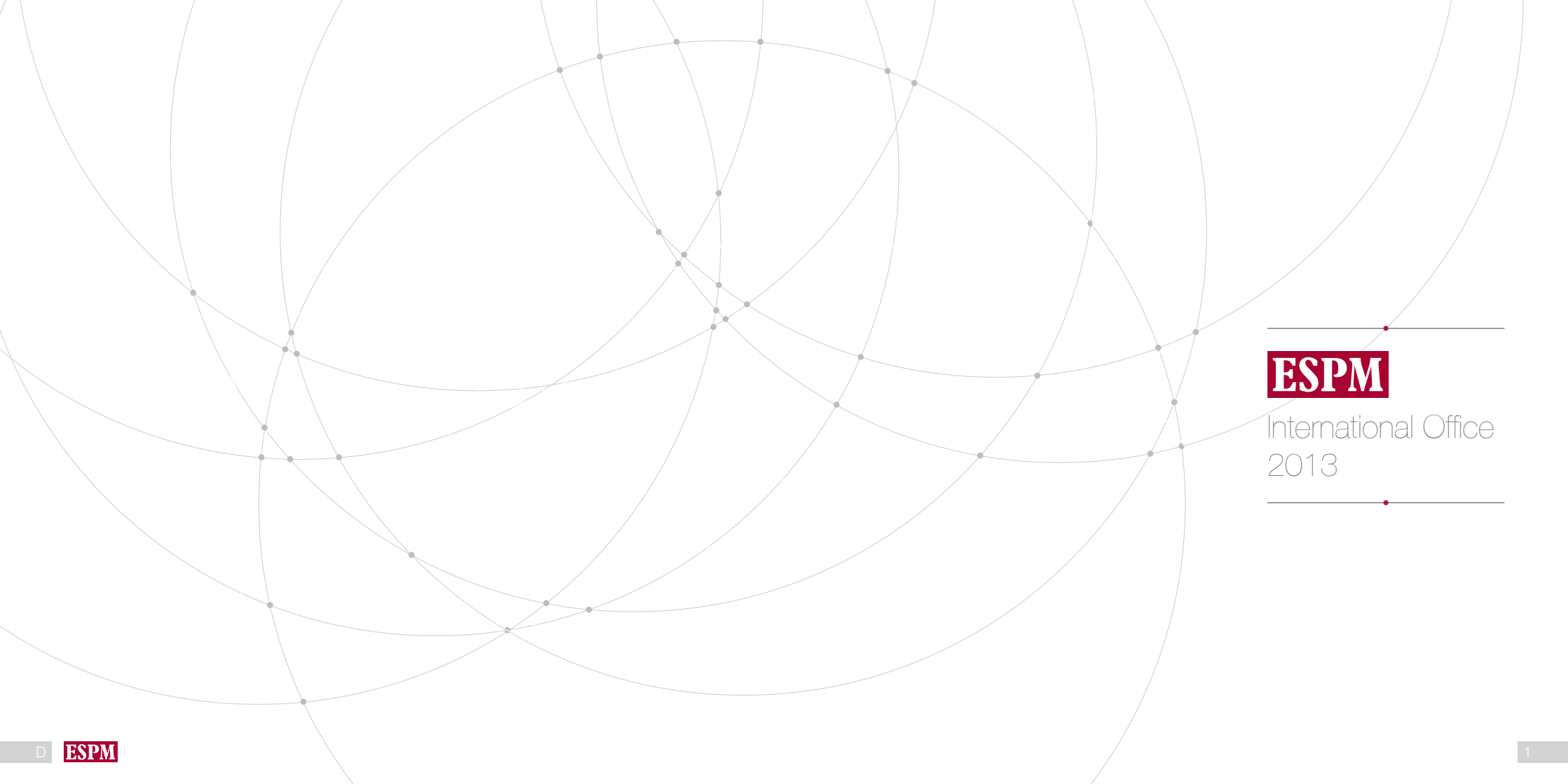




**ESPM**



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**ESPM**

International Office  
2013

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# About ESPM

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1. History
  2. Hall of the presidents
  3. ESPM Campi
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  5. Awards
  6. Ranking
  7. Teaching Staff



## 1. History

Founded on the 27 of October, 1951, ESPM was born from the vision of Pietro Maria Bardi, the director of São Paulo Art Museum (MASP), who understood that advertising is closely associated to art. In the euphoria of the post war years, Brazil was experiencing a period of economic and population growth, receiving increasing foreign investments and witnessing the rise of television, among many other major transformations in Brazil's social and economic history. Amid this great effervescence, arose an urgent

need to prepare professionals to act in the field of advertising, dedicated to promote an increasing range of products. Pietro Maria Bardi, with financial support from a leading businessman in the field of communication, Assis Chateaubriand, invited writer and advertiser Rodolfo Lima Martensen to develop a project for the foundation of São Paulo Art Museum School of Advertising and become its first director. The institution was located within MASP until 1955. Under Martensen's direction, with the slogan

## Details

Founded  
1951

Campi  
São Paulo | Rio de Janeiro |  
Porto Alegre

Teaching Staff  
628

Rio de Janeiro  
1860 students

São Paulo Campus I  
8300 students

São Paulo Campus II  
3680 students

Porto Alegre  
3150 students

Total Students  
16990

The graduate activities grew strongly and the investment in developing the best teaching methods to transmit the theoretical framework became a priority, not forgetting the focus on the market.

the market to teach classes, and until today has the philosophy of always associating practice with theory.

Little by little the situation changed. Professionals got master's and doctoral degrees, other professors joined the teaching staff to incorporate new teaching practices, and new courses were offered to the market.

The 1970s brought some changes to ESPM's successful trajectory. The first was the new name: Superior School of Advertising and Marketing (ESPM). In 1971, under the direction of Otto Hugo Scherb, the institution was recognized by the Ministry of Education (MEC). Three years later, it began to expand, with the foundation of a new campus in Rio de Janeiro. In 1978, ESPM began to offer graduate courses. In the 1980s, Professor Francisco Gracioso

assumed the presidency of ESPM. Under his administration, the campus of Porto Alegre began operations and ESPM entered a virtuous cycle of growth and development, experiencing a renovation in management and course content.

Since then, much has been even more perfected. Four new graduate courses were added to the ESPM portfolio – Business Administration (1991), Design (2004), Journalism (2010) and International Relations with emphasis on Marketing and Business (2006). The graduate activities were strongly developed. The investment in didactic methods adjusted to the objective of transmitting the best theoretical framework became a priority, not forgetting the focus on the market.

All of these efforts have shaped ESPM's growth and have been expressed by the school's recognition as a center of excellence in teaching of Communication, Marketing and Administration.

A new chapter in ESPM's history began in 2007 with the election of Professor Luiz Celso de Piratininga to the presidency. The established challenge was internationalizing the school by means of partnerships with the most outstanding U.S., European and South American universities. ESPM faced this challenge by embracing its traditional values and mission. After all, they led the

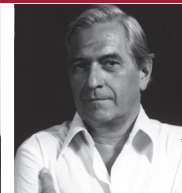
school to the position of excellence it has achieved in Brazilian higher education.

In 2009, J. Roberto Whitaker Penteadó became president of the school with a proposal for expansion, participatory administration and creation of four vice-presidencies: academic (which includes the International Office), operations, corporate, finance and administration – to give the school a better administrative structure in order to improve the education level in its fields of operation: Marketing and Advertising, Administration, Design, International Relations and Journalism.

## 2. Hall of the presidents



1951 - 1971  
Rodolfo Lima  
Martensen



1971 - 1981  
Otto Hugo  
Scherb



1981 - 2007  
Francisco  
Gracioso



2007 - 2009  
Luiz Celso de  
Piratininga



2007 - 2009  
J. Roberto  
Whitaker  
Penteadó

# 3. ESPM Campi



RIO DE JANEIRO CAMPUS

SÃO PAULO (Álvaro Alvim) CAMPUS I



PORTO ALEGRE CAMPUS



SÃO PAULO (Joaquim Távora) CAMPUS II





### 3.1 São Paulo Campus I

Undergraduate School  
Professor Francisco Gracioso



3.2 São Paulo Campus II





## The city of São Paulo

Under the light of countless nationalities, endless cultures and numerous dreams, São Paulo is a truly cosmopolitan universe. One of the world's biggest metropolises, the city looms large over Latin America.

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São Paulo is a  
truly cosmopolitan  
universe.

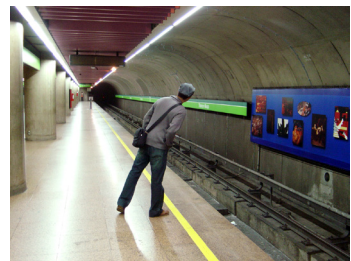
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The Brazilian capital of culture is second to no other city in the continent in its vast array of attractions – excellent museums, awesome concerts, experimental theater and incredible dance. Paulistanos, as the city's inhabitants are known, would never forget to mention that São Paulo is one of the world's gastronomy capitals.

Every year, ten million visitors come, most attracted by the hectic business landscape. They all leave amazed by the culture and hardworking people. Sampa – as it is affectionately known

– is also the capital of the state of São Paulo, the backbone of the nation's economy, generating half of Brazilian economic output.





### 3.3 Rio de Janeiro Campus





## The city of Rio de Janeiro

One of the major economic and cultural hubs of South America, the city of Rio de Janeiro sits at the heart of the

---

The city provides a harmonious and friendly environment for its residents and visitors

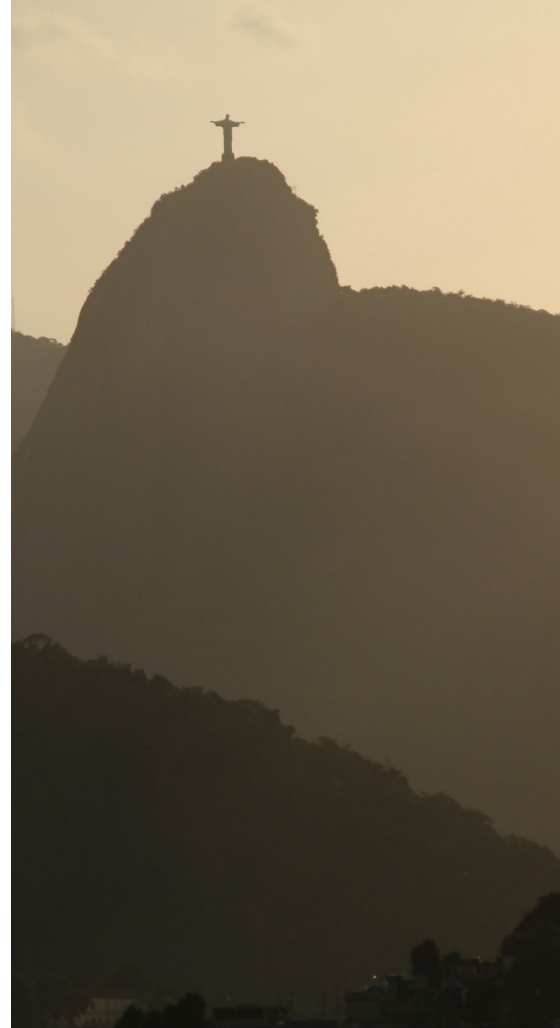
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Southeastern Region, where 60% of Brazilian's GDP is concentrated. A cosmopolitan metropolis, known worldwide for its scenic beauty and its natural resources, it provides its visitors and inhabitants a harmonious and friendly environment, in both leisure

and work. Combined with its infrastructure, which makes Rio an important center for commerce and services, is the advantage of a modern and diversified industrial sector. The city of Rio de Janeiro, which occupies an area of 1.261 km<sup>2</sup>, has a population of almost six million people, and recognizes that one of its main virtues is the kindness and hospitality with which all visitors are welcomed by the cariocas.

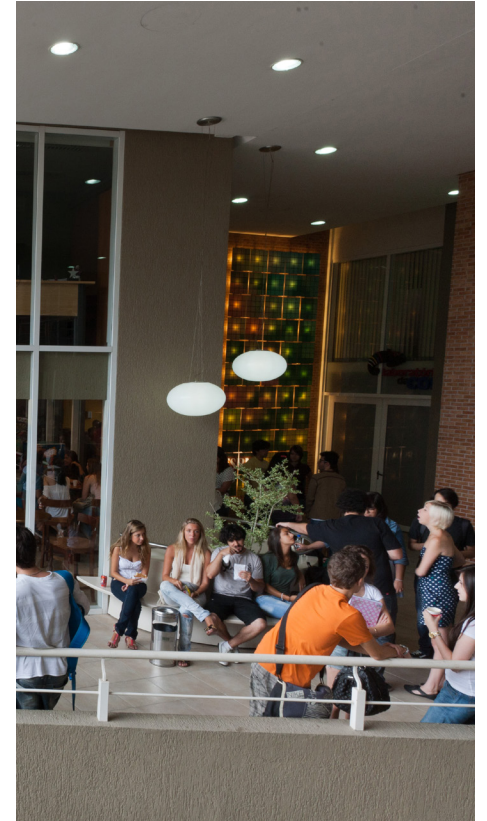
With its ample infrastructure of tourism services, Rio de Janeiro is ranked among the top destinations in the world for hosting cultural, commercial, technical and scientific events – fairs, symposia, congresses, conventions and exhibitions.







### 3.4 Porto Alegre Campus







## The city of Porto Alegre

One of the most sophisticated cities of Brazil, Porto Alegre has been recently elected as one of the greatest potential growth places in the world. It is a key player in Mercosul (South American free trading agreement), as well as a beautiful historical city, next to the vast Lagoa dos Patos lagoon.

---

## One of Brazil's most sophisticated cities

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The city is also home to one of Brazil's busiest cultural scenes, with some of the best contemporary art museums in the country. The capital of the state of Rio Grande do Sul is close to many natural preciousness on the Gaúcho



landscape. From beaches and lakes along the coast to the steep slopes of the highlands, passing through the southern forests along the Uruguay River and

the highlands of Campos em Cima da Serra. This is a place where two of South America's great biomes join and form a truly unforgettable scene.





ESPM São Paulo • Retail Lab



ESPM Porto Alegre • Photography studio



ESPM Rio de Janeiro • Audio

## 4 Premises

## 4.1 São Paulo Campus



Photo Lab



Retail Lab



Game lab



Agency ESPM



Video editing room



Photography studio

## 4.2 Rio de Janeiro Campus



Design Think room



Photography studio



Library



Computer room



Library



Design lab

## 4.3 Porto Alegre Campus



RTVC Studio



Color Lab



Library



Creation room



Sound studio



Photography studio



## 5 Awards

### 5.1 Our awards and recognition

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ESPM sends its largest delegation to Cannes

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To see up close and tame the world's most coveted lions, ESPM sent the largest delegation in its history to the south of France in June. More than 30 people, including professors, directors and students participated in the 59th edition of the Cannes International Creativity Festival. The delegation was led by Armando Ferrentini, president of the school's board of directors. In 2012, 68 of the school's students, former students and teachers received awards at

Cannes, including Philippe Degen, a former student and professor at Miami/ESPM who won the Grand Prix. At the time, a lecture was presented by Prof. Alexandre Gracioso, the school's academic vice-president, who presented data from the Beta and Bravura study, which was conceived by professors Emmanuel Publio Dias, Luiz Fernando Garcia and João Matta, and mapped the ten most important guidelines for professionals who will work at advertising agencies and communication companies in coming years. The study had been presented by the school at the 5th Brazilian Advertising Industry Congress, in São

Paulo, in its participation in Commission 1 "The Future of the Profession." ESPM conceived and led an international study with more than seven communication schools, which was recognized by the Cannes Festival for distinguished work in the graduate and post graduate courses. Conducted by Limo Inc., the study had excellent results, and was presented in various forums, in addition to Cannes.

## Marketing Best – Journalism Case

Innovation and audacity to launch a Journalism School (undergraduate and graduate) at a time when diploma is no longer legally required (since early 2011) were recognized by the jury, consecrating ESPM as one of the winning companies at the 25th edition of Marketing Best, held in November, in São Paulo.

## Marketing Best Sustainability

In August ESPM-Rio received the Marketing Best Sustainability award, in recognition of the case “A real friend shares!”. The campaign was created in 2011 by students in the 7th semester of the School of Social Communication, for carrying out the action “Sponsor gets Sponsor” coordinated by the nonprofit organization ActionAid.

## Brands of Decision Makers 2012

For the sixth consecutive year, ESPM-South was among the winners of the project Brands of Decision Makers, an achievement of the newspaper “Jornal do Comércio” and the Institute QualiData. The school was regarded as the leading brand in the Business School sector, in both categories Most Remembered, and Most Preferred.

## 5.2 Awards and recognition for courses

### Advertising and Marketing

#### **First in the University Ranking by the newspaper Folha de São Paulo**

The widely recognized quality of ESPM School of Advertising and Marketing was once again recognized with Five Stars by the Student Guide evaluation 2012, Editora Abril publisher, as well as First Place in Advertising in the Ranking University Folha (RUF), whose evaluation is conducted by representatives of the companies consulted by Datafolha.

#### **YoungGuns 2012**

Four Advertising and Marketing students from ESPM-SP were the only Brazilian representatives at YoungGuns 2012, one of the world’s most important awards for young advertising talent. Two of them were winners, taking home the gold and the title “Student of the Year.”

#### **Fiap**

This festival was held in Miami, Florida. Of the 12 works awarded in the Students’ Category, six were given to MAS/ESPM students: one gold, one silver and four honorable mentions. The only gold in the category was won by the piece “Adidas Adizero Feather” created by Ronaldo Mascarenhas, Renato Simão, Marco Karner and Saulo Filho, coordinated by Prof. Fabio Astolfo, of DM9DDB.

#### **Andy Awards**

The Miami Ad School/ESPM took the gold at the “The International Andy Awards” the annual ceremony of the Advertising Club of New York. The winning piece in the Student Category was the case “Netflix Places” a cell phone application for Netflix clients, which displays what film scenes were shot at places you are visiting in cities like New York and Los Angeles.



## **D&AD 2012**

Three awards were conquered by students of the Miami Ad School/ESPM: a “Yellow Pencil” for Digital Advertising and “Yellow Pencils” for Integrated Communications and Best of the Year in Digital Advertising.

## **One Show**

At this festival in New York, students Juarez Rodrigues, Rainor Marinho and Danilo Costa Matos of MAS/ESPM won an unprecedented “Pencil” to Brazil with the work “Stride: Face the COW.” The same work took two “Merit” awards. The school also won two other “Merit” awards, one for the work “PET Binoculars” and another for “Stride AMMO.”

## **Clio Awards**

Students from MAS/ESPM conquered two bronze awards. The first was for “Donation Detector” by students Stéphanie Zampollo, Nayara Lima and Lucas Santos and the second for “Netflix Places” by Gabriel T. Garcia and Felipe Sampaio.

## **Golden Awards**

The award, which takes place in Canada, had works from MAS/ESPM among the finalists: “Very Fast” for Fedex, and “Ticket to Keep” for Hallmark.

## **Nike Competition - The Chance**

In a photographic competition sponsored by one of the world’s largest sports companies, student Eduardo Biermann of the ESPM-South campus won the Brazilian phase (held at Granja Comary, the official training place of Brazil’s national soccer team) and qualified for the global contest in Barcelona in September. Among the outstanding photographs from various countries, Biermann conquered the global award, which received broad attention, including in the trade press.

## **First Place Brazil in the 20th edition L’Oréal Brandstorm Competition**

The theme of the Brandstorm business contest was the creation of a product for The Body Shop brand. The candidates had to base their entries on sustainable business values, according to criteria from the United Nations Sustainable Development Conference, known as Rio+20, held in Brazil. During the contest, students were encouraged to put into practice theories learned in school and act as product managers. The executives evaluated the projects and competitors in each phase of the competition, providing feedback, which assisted the students’ performance.

## **First Place in the AQUALUNG project**

The purpose of the Aqualung project is to support educational companies and institutions that participate in projects with the mission of helping Brazil’s marine environment. In 2012, ESPM Rio won first prize in the category Academic Project for Marketing Strategy. The solution presented allowed mounting and maintaining the first laboratory for breeding the crustaceans known as tatuís.

## **São Paulo Creation Club Festival**

The Miami Ad School/ESPM took the gold, silver and bronze in the 37th edition of the São Paulo Creative Club Festival. Idealized for the Museum of the Person, among the items selected in the Student category for the short list, seven were created by students at MAS/ESPM. Of these, three were awarded and three others were published in the Annual Report of the CCSP.

## **Intercom/Expocom Brazil**

The 2012 edition of the Exhibition of Experimental Communication Research took place in Fortaleza, Ceará, in September. After winning five golds in the Southern Eliminary round of Expocom, the ESPM-South Campus Advertising and Marketing Department took three national golds, becoming the school with

the most awards in Brazil and the only one in Rio Grande do Sul to receive the highest recognition this year. The winning categories were Poster, Graphic Design and Advertising Photography.

## **Expocom-South**

The southern edition of Brazil’s largest event for practical works in Social Communication was held in May, in Chapecó, Santa Catarina. The ESPM-Southern Campus School of Advertising and Marketing won five golds for: Print Ad, Promotional Campaign, Poster, Graphic Design and Advertising Photography.

## **XXIII National Encounter of Undergraduate Management Schools**

At the XXIII National Encounter of Undergraduate Management Schools (ENANGRAD), Prof. Fábio Pesavento was awarded for the best academic article in the field of Marketing for the work “Brazilian Institutional Stability and Advertising Investment: analysis of the main components, 1997-2010.”

## Design

### **Brazil Design Awards 2012**

ESPM received the title of Design Institution of the Year in the Brazil Design Awards 2012 of the Brazilian Association of Design Companies – AbeDesign. The recognition came in November as part of Brazil Design Week (BDW'12). São Paulo, Rio de Janeiro and Porto Alegre campi were named by a jury that included directors of the Association and the committee of the BDW'12.

“The Brasil Design Awards 2012 prize encourages us to maintain our efforts to make ESPM a reference in Design. The approach to Design planning and management that our course offers recognized that our route is well drawn and promises other future glory,” said Eliana Formiga, Design Director at ESPM-Rio.

### **4th Bornancini Design Award**

ESPM took top prizes in the categories Graphic-Visual Design and Ambient Design, in this, the largest design award of the state of Rio Grande do Sul, which intends to reveal and promote the production of designers in the academic and professional segments, who work in or outside the state.

## Journalism

### **RUF**

ESPM's Journalism School was considered the best in the country (First Place) in the University Ranking of the newspaper Folha de São Paulo (RUF) sharing this award with four other schools.

### **Vivo Telephone Award for University Journalism**

Caroline Araújo Pinheiro da Costa, a student in the 4th semester of the ESPM South Campus Journalism School, won the Vivo Telephone Company University Journalism Award. She won the competition for a work in radio-journalism about the Legality Movement, supervised by Dr. Janine Marques Passini Lucht, Director of the Journalism School.

### **Expocom-South**

Baptized with the name Blog de Papel [Paper Blog], the first newspaper of the ESPM-South Journalism School won in the Printed Newspaper Category (single issue). The publication was produced by the first class of Journalism School and had the participation of students and professors from the School of Design.

### **Scientific Initiation**

Journalism student Tatiana Reckziegel at ESPM-South received the Highlight Award at the XXIV Scientific Initiation Salon at UFRGS, for the work “The Polemical Role of the Magazines Veja and Carta Capital.”

## International Relations

### **National Educational Administration Award (PNGE)**

The purpose of this award is to support and pay tribute to effective educational administration practices in Brazil, highlighting and recognizing strong performance at educational institutions. It awards organizations that conduct innovative actions in the field and that successfully improve the quality of their academic and organizational processes. ESPM was awarded in the Gold Category with the practice: Planning and Implementation of the Internationalization Board at ESPM.

The award intends to stimulate the promotion and dissemination of good practices related to educational administration, contributing to the improvement of Brazilian educational institutions.

### **Literature Award**

In 2012, International Relations student Luisa Dalla Valle Geisler was considered one of the best writers of her generation by the British literary journal Granta. Her first book, Contos de Mentira (Record, 2011), won Sesc Literature Award and was finalist at Jabuti Award. Quiçá (Record, 2012), her first novel, also won SESC Literature Award.

### **Scientific Initiation**

At the XIII Salon for Scientific Initiation at PUC-RS, 4th semester student of International Relations at ESPM-South, Thomas Pereira Rossato, received the award for Outstanding Intern at the XIII Scientific Initiation Salong at PUC-RS.

## 6. Ranking

According to the ranking RUF, one of the most important newspapers in Brazil, “Folha de São Paulo”, ESPM was ranked as the best school in Advertising (Mass Media), Marketing and Journalism.

<http://ruf.folha.uol.com.br/rankings/rankingporcursos/>



Escolha um curso	Estados	Natureza administrativa
Publicidade, propaganda e marketing	Indiferente	Indiferente
Posição	Nome da universidade	UF
1ª	Escola Superior de Propaganda e Marketing (ESPM)	SP
2ª	Faculdade Casper Libero (FCL)	SP
2ª	Univ. de São Paulo (USP)	SP
2ª	Fundação Armando Álvares Penteado (FAAP)	SP
2ª	Univ. Paulista (Unip)	SP
2ª	Pont. Univ. Católica do Rio Grd. do Sul (PUCRS)	RS
2ª	Univ. Presbiteriana Mackenzie (Mackenzie)	SP
2ª	Univ. do Vale do Rio Dos Sinos (Univas)	RS
2ª	Pont. Univ. Católica de Minas Gerais (PUC Minas)	MG
2ª	Pont. Univ. Católica de São Paulo (PUC-SP)	SP
3ª	Univ. Anhembí Morumbi (UAM)	SP
3ª	Univ. Metodista de São Paulo (Unesp)	SP
3ª	Univ. Fed. da Bahia (UFBA)	BA
3ª	Univ. Fed. de Minas Gerais (UFMG)	MG
3ª	Univ. Fed. do Paraná (UFPR)	PR
3ª	Univ. Salvador (Unifacs)	BA
3ª	Univ. Positivo (UP)	PR
3ª	Pont. Univ. Católica do Rio de Janeiro (PUC-Rio)	RJ
3ª	Pont. Univ. Católica do Paraná (PUCPR)	PR
3ª	Univ. Fed. do Rio de Janeiro (UFRJ)	RJ
3ª	Univ. Fed. do Rio Grd. do Sul (UFRGS)	RS

Escolha um curso	Estados	Natureza administrativa
Journalismo, redação e contorno	Indiferente	Indiferente
Posição	Nome da universidade	UF
1ª	Escola Superior de Propaganda e Marketing (ESPM)	SP
1ª	Faculdade Casper Libero (FCL)	SP
1ª	Univ. de São Paulo (USP)	SP
1ª	Pont. Univ. Católica do Rio Grd. do Sul (PUCRS)	RS
1ª	Pont. Univ. Católica de São Paulo (PUC-SP)	SP
1ª	Univ. Metodista de São Paulo (Unesp)	SP
2ª	Fundação Armando Álvares Penteado (FAAP)	SP
2ª	Univ. Presbiteriana Mackenzie (Mackenzie)	SP
2ª	Pont. Univ. Católica de Minas Gerais (PUC Minas)	MG
2ª	Univ. Fed. de Minas Gerais (UFMG)	MG
2ª	Univ. Fed. do Paraná (UFPR)	PR
2ª	Univ. Positivo (UP)	PR
2ª	Pont. Univ. Católica do Paraná (PUCPR)	PR
2ª	Univ. Fed. do Rio Grd. do Sul (UFRGS)	RS

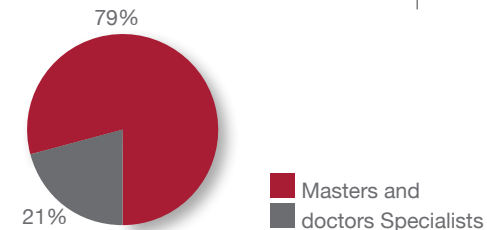


## 7. Teaching staff

ESPM has a teaching staff that combines the academic and executive worlds, composed of great professionals, who are active in the market, as well as masters and doctors - which guarantees a harmonious relationship between theory and practice.

teaching staff	SP	RJ	POA
Doctors	86	25	40
Masters	118	66	75
Specialists	55	36	16
Total	259	127	131

teaching staff	Total
Masters and doctors	79%
Specialists	21%
Total	517





# Academic Portfolio

- 1 Undergraduate Programs
- 2 Graduate Programs and MBAs
- 3 Master's and PhD Programs
- 4 Extension



## 1 Undergraduate

The undergraduate courses at ESPM offer students the opportunity of technical and creative development, based on the themes of their subjects such as Marketing, Communication and Management.

The aim of the School is to train great leaders and professionals, who can

contribute to society. In order to accomplish that, ESPM has a faculty that brings together the academic and executive world, composed of great professionals, who work in the market, masters and doctors - thereby guaranteeing students the best equation between theory and practice.

---

The school's goal is to train great leaders and professionals.

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## 1.1 Business Administration

Professionals trained by ESPM are prepared to work in a creative and innovative way, with an analytical posture, anticipating and resolving problems confronted in the market.

The market today demands professionals with a systemic vision, capable of articulating the various areas of an organization. The professionals trained by ESPM are prepared to work in a creative and innovative way, with an analytical posture, anticipating and resolving problems confronted in the market.

### Details

**Number of entrance exams**  
2 per year

**Total openings**  
200 per semester

**Number of classes**  
4 per semester

**Maximum number of students per class**  
50 students

**Class periods**  
1st to 4th semester - daytime  
5th to 8th semester - evening

**Deadline for completion**  
Minimum: 8 semesters  
Maximum: 14 semesters

At ESPM,  
Management is for those who  
know what they want

To administer is to plan, organize, lead and control the work of people and machines. Being an administrator is to be responsible for the results of a staff, a company and oneself.

---

[...] you need to  
develop three skills  
groups: people skills,  
technical skills and  
conceptual skills.

---

Administrators make decisions, negotiate and solve problems in order to improve the performance of the resources under their management, as well as the organizations of which they are a part.

To be a good administrator you need to develop three groups of skills: people skills, necessary for successful teamwork;

technical skills, essential for understanding a company's products, processes, fields and work; and conceptual skills, which allow to understand and put into practice complex and unprecedented issues.



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Why study Business  
Administration at ESPM?

Economics, Finance, Management, Humanities, Marketing, Quantitative Methods and Scientific Methodology are the seven pillars that structure ESPM Business Administration course, which stands out among competitors for its course content and teaching methods.

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The emphasis on  
preparing complete  
professionals makes the  
course one of the most  
valued in the market.

---

marketing-related topics such as brand management, market communications and research, among others, are explored by professors with practical experience and excellent theoretical basis.

To acquire a degree in Business Administration from ESPM, full-time dedication is required from the student in the first two years, as it is expected of students at the world's best schools. As of the third year, classes take place in the evening and students choose a specialization in Logistics, International Management, International Business, Finance or Entrepreneurship.

The latest survey conducted with senior students showed that 95% were in the labor market, starting up their own businesses or dedicating themselves to academic activities.

This emphasis on preparing complete professionals makes the course one of the most valued in the market.

## Labor market

The market for business administrators is large and diverse. Organizations hire administrators to work in all fields: from marketing to finance, from human resources to production, from logistics to sales.

Administrators are needed in companies of all sizes and in all sectors - services,

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There are promising careers in business administration, especially for those with a degree from ESPM.

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manufacturing, retail, NGOs, multinational and Brazilian companies. Hence management skills are needed by those who start their own businesses. With all these possibilities, a career in business administration is very promising, and it is even more so with a degree from ESPM.





## Key Features of the program

Campus	Course	Lines of study	Highlights
<b>ESPM São Paulo</b>	Specializations: Logistics, International Management, International Business, Finance and Entrepreneurship.	In addition to the fundamental classes of ESPM Administration course, themes such as marketing, brand management, communication with the market, research and others related to the field of action are addressed.	Courses taught in English and Spanish; Classes in Spanish and French (included in the regular curriculum). Opportunity for a dual diploma Theory and practice developed through extracurricular activities and academic entities High rate of employability (nearly 90% of the students are working in the market upon graduation) ESPM Jr.: with more than 15 years of activities, this entity conducts consulting projects in administration, marketing and communication for companies of all sizes. It has served large clients such as Nestlé, Motorola and Ericsson among others. (Found at São Paulo, Rio de Janeiro and Southern campi)
<b>ESPM Rio de Janeiro</b>	Specialization: Entertainment Marketing and Management	Students are prepared to manage experiences with brands and content, by the means of the language of entertainment. Disciplines such as audiovisuals, music, fashion, tourism, sports and cultural production are	addressed, based on creativity and innovation. Courses taught in English and Spanish; Classes in Spanish and French (included in the regular curriculum). Business Incubator: students who have a business idea can use the infrastructure of the incubator to start up their own company (At São Paulo and Southern campi)
<b>ESPM Porto Alegre</b>	Specialization: International Management, Digital Business, Entrepreneurship and Governance	Preparing the student to operate in strategic Brazilian and international markets, keeping up with the constant market changes. The course addresses issues such as strategic alliances, branding and international communication,	change management and others. Classes in Spanish and French (included in the regular curriculum). ESPM Social: Students prepare and implement social development projects in communities with a low Human Development Index and organize events related to sustainability, in addition to working directly to assist Third Sector organizations. (SP). Junior Invest: free course about the financial market (Rio). Final Course Project (TCC): simulates the opening of a new company or restructuring of an existing company. 4 stars in the Students Guide and a grade of 5 on the National Students' Performance Exam (Enade) (Rio)

## 1st semester

Sociology (4 cr)  
 Anthropology (2 cr)  
 Psychology Applied on Business (4 cr)  
 Marketing I (4 cr)  
 Branding (2 cr)  
 Business Administration Theory (Introduction) (4 cr)  
 Mathematics Proficiency (\*) (3cr)  
 Descriptive Statistics (4cr)  
 Market Finances (4cr)  
 Communication and Expression Laboratory (1cr)  
 Introduction to Economy (2cr)

## 2nd semester

Philosophy (2 cr)  
 Business Law I (4 cr)  
 Marketing II (4 cr)  
 Consumer Behavior (4 cr)  
 Information Systems Administration (4 cr)  
 Company Communication Laboratory (1 cr)  
 Company Accounting (4cr)  
 Business English (4 cr)  
 Differential Calculus (4 cr)  
 Macroeconomics (4cr)

## 3th semester

Marketing Strategies (4 cr)  
 Marketing Research I (4 cr)  
 People Management (4 cr)  
 Prices and Costs Management (4cr)  
 Statistical Inference (4 cr)  
 Corporative Finances (4cr)  
 Leadership Laboratory (1 cr)  
 Business English (4 cr)  
 Integral Calculus (2 cr)  
 Microeconomics (4cr)

## 4th semester

Business Law II  
 Marketing Planning (4 cr)  
 Companies Theory (4 cr)  
 Multiway Statistics (4 cr)  
 Investment Management (4 cr)  
 Negotiation Laboratory (1 cr)  
 Market Communication Management (4 cr)  
 Marketing Planning (4 cr)

## 5th semester

Science Phylosophy (2 cr)  
 Operation Management I (4 cr)  
 Company Strategies (4 cr)  
 Decision Analysis (4 cr)

## 6th semester

Operation Management II (4 cr)  
 Changing Management (2cr)  
 Company Games (2 cr)  
 Comptrolling (2 cr)  
 Methodological Strategy to the Senior Research Paper (4 cr)

## 7th semester

Environmental and Social Responsibility (2 cr)  
 Critical Administrative Theory (2 cr)  
 Senior Research Paper I (2 cr)

## 8th semester

Senior Research Paper II (2 cr)  
 Conjuncture Analysis (2 cr)

(\*) Mandatory for students who do not present proficiency in exam.

(\*\*) The student will have at least 2 semesters of English language classes in groups with others at a similar level.

Optional  
Minors

Chosen by students  
beginning in the 5th  
semester

**MARKETING – MAJOR  
specialization for all  
students (“MAJOR”)**

Trade MKT and Sales  
Management (2 cr)  
Marketing Research II  
(2 cr)

**Entrepreneurship  
– Optional Minor  
Specialization (“Minor”)**

Entrepreneurs and  
Enterprising Action (2 cr)  
Entrepreneurs and Social  
Entrepreneurship (2 cr)

**Finances – Optional  
Minor Specialization  
 (“Minor”)**

Capital Market (4 cr)

**International  
Management – Optional  
minor Specialization  
 (“Minor”)**

International Trade (4 cr)

**International Business  
– Optional Minor (in  
English)**

Global Strategic  
Management (2 cr)  
Global Supply Chain (2 cr)

**Logistics – Optional  
Minor Specialization  
 (“Minor”)**

Logistics Fundamentals  
(4 cr)

5th  
semester

6th  
semester

7th  
semester

B2B Services  
Management (2 cr)

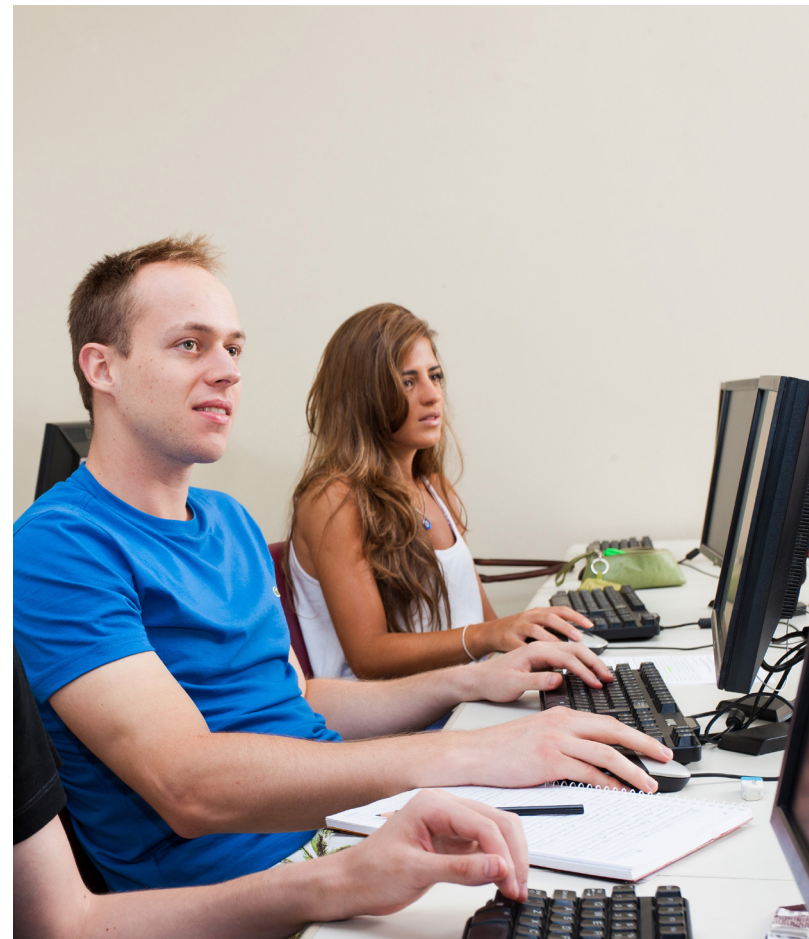
Business Plan (2 cr)  
Small and medium  
company management  
(2 cr)

International Finance  
(2 cr)  
Analysis, Mergers and  
Acquisitions (2 cr)

Geopolitics (2 cr)  
International Marketing  
(2cr)

International Marketing  
(2 cr)  
International Organizational  
Behavior (2 cr)

Making logistical  
decisions (2 cr)  
Logistics: value creation  
(2 cr)



## 1st semester

Theory of General Business Administration (4 cr)

Social Sciences Applied to Business Administration (4cr)

Introduction to Marketing (4 cr)

Introduction to the Entertainment Universe (4 cr)

Visual Culture (2 cr)

Research Methodology (2 cr)

Descriptive Statistics (2 cr)

Introductory Economics (2 cr)

Applied Mathematics I (4 cr)

## 2nd semester

Philosophy (2 cr)

Psychology Applied to Business Administration (2 cr)

Compound Marketing (4 cr)

Entertainment Economics (4 cr)

Audiovisuals (TV, Radio and Cinema) (4 cr)

Statistics applied to Research (4 cr)

Consumer Behavior (2 cr)

Applied Mathematics II (4 cr)

## 3th semester

Organizational Theory (4cr)

Companies Laws (4 cr)

Strategical Marketing Diagnostics (4 cr)

Trend Analysis (2 cr)

Digital Entertainment (4 cr)

Quantitative Research (4 cr)

Cost and Financial Accounting (4 cr)

Microeconomics (4cr)

## 4th semester

Operations Management (4 cr)

Labor Law (4 cr)

Marketing Strategical Planning (4 cr)

Business Tourism (4 cr)

Cultural Industry Business (Cinema, Music and Editorial) (2 cr)

Qualitative Research (4 cr)

Financial Calculus (4 cr)

Macroeconomics (4 cr)

## 5th semester

Organizational Behavior (2 cr)

Technology Management (4 cr)

Services Marketing (4 cr)

Fashion Business (4 cr)

Cultural Market and Laws of Incentive (4 cr)

Brand Strategies (2 cr)

Corporative Finances and Budget (4 cr)

Operational Research and Molding (4 cr)

## 6th semester

Human Resources Development and Planning (4 cr)

Corporate Logistics (4cr)

Project Management (4 cr)

Brands and Narratives (4 cr)

Cultural Production (4 cr)

Strategic Corporate Planning (4 cr)

Trade, Sales and Retail Communication (4 cr)

## 7th semester

Final Course Project I (2 cr)

Corporate Game Strategies (4 cr)

B2B and B2c Marketing (4 cr)

Entrepreneurship and Innovation in the Creative Economy (4 cr)

Sports Business (4 cr)

Investment Management (4 cr)

## 8th semester

Final Course Project II (2 cr)

Supervised Practice (18 cr)

Negotiation (2 cr)

Social and Environmental Responsibility (2cr)

## 1st semester

Introduction to Contemporary Business Administration: Business, Creativity and Innovation (6 cr)

Ethics and Business Responsibility (2 cr)

Foundations of Corporate Law (4 cr)

Psychology Applied on Business (4 cr)

Mathematics Applied to Business Administration (4 cr)

Sociology and Politics (4 cr)

Marketing I (4 cr)

English Applied to Business (2 cr)

## 2nd semester

Marketing II (4 cr)

Entrepreneurship (2 cr)

Fundamental statistics (4 cr)

Business Finance (2 cr)

General Business Administration Theory (4 cr)

Philosophy (2 cr)

Microeconomics (6 cr)

Operations Management (6 cr)

## 3th semester

Leadership and Team Formation (6 cr)

Anthropology (2 cr)

Strategical Marketing (4 cr)

Account Management (4 cr)

Applied Statistics (4 cr)

## 4th semester

Consumer Behavior (4 cr)

Marketing Planning (4 cr)

Market Research (4 cr)

Labor Law (2 cr)

Business Decision and Forecast Models (6 cr)

Market Communication Management (2 cr)

Strategic Personnel Management (4 cr)

Price and Costs Strategy (4 cr)

## 5th semester

Strategic Planning (4 cr)

Financial Business Administration (4 cr)

Innovation Management (2 cr)

Trade Marketing and Sales Management (2 cr)

## 6th semester

Raising Resources and Company Budgeting (4 cr)

Tax Law (2 cr)

Capital Markets (4 cr)

Methodological Strategy for the Senior Research Paper (2 cr)

## 7th semester

Senior Research Paper I (4 cr)

Business Projects and Consultancy (2 cr)

## 8th semester

Senior Research Paper II (4 cr)

Optional

Chosen by students beginning in the 5th semester

**International Management Formation Line**

Strategic Studies (Region I) (4 cr)  
International Logistics (2 cr)

**Digital Business Formation Line**

Analysis of the Digital Business Environment (2 cr)  
Digital Entertainment and Consume (2 cr)  
Digital Marketing (2cr)

**Strategical Governance and Entrepreneurship Formation Line**

Changing Management (4 cr)  
New Business Analysis (2 cr)

5th semester

6th semester

International Communication and Branding (4 cr)  
International Negotiation and Diplomacy (2 cr)

Digital Products Development (4 cr)  
IT Management (2 cr)

Company Succession (4 cr)  
Quality and Management (2 cr)

7th semester

Strategic Studies (Region II) (4 cr)  
Strategical Global Alliances (2 cr)

E-Business Management (4 cr)  
Special Topics (2 cr)

Cooperation Strategies (2 cr)  
Governance Structures (4 cr)

8th semester

Simulator in Global Environments (2 cr)

IT Simulator (2 cr)

Business Simulator (2 cr)



## 1st semester

Introduction to Contemporary Business Administration Business, Creativity and Innovation (6 cr)

Ethics and Business Responsibility (2 cr)

Philosophy (2 cr)

Mathematics Applied to Business Administration (4 cr)

Marketing I (4 cr)

English Applied to Business (2 cr)

## 2nd semester

Marketing II (4 cr)

Entrepreneurship (2 cr)

Fundamental statistics (4 cr)

Business Finance (2 cr)

Sociology and Politics (4 cr)

Business Administration General Theory (4 cr)

## 3th semester

Applied Statistics (4 cr)

Operation Management (6 cr)

Psychology Applied to Business (4 cr)

Information Systems and Technologies (2 cr)

Law Fundamentals (4 cr)

## 4th semester

Leadership and Team Formation (6 cr)

Anthropology (2 cr)

Strategical Marketing (4 cr)

Account Management (4 cr)

Companies Theory (4 cr)

## 5th semester

Consumer Behavior (4 cr)

Marketing Planning (4 cr)

Market Research (4 cr)

Labor Law (2 cr)

Microeconomics (6 cr)

## 6th semester

Business Decision and Forecast Models (6 cr)

Market Communication Management (2 cr)

Macroeconomics (4 cr)

Strategic Personnel Management (4 cr)

Price and Cost Strategy (4 cr)

## 7th semester

Strategic Planning (4 cr)

Financial Business Administration (4 cr)

Innovation Management (2 cr)

Trade Marketing and Sales Management (2 cr)

## 8th semester

Resources Raising and Company Budget (4 cr)

Tax Law (2 cr)

Capital Market (4 cr)

Methodological Strategy for the Senior Research Paper (2 cr)

## 9th semester

Senior Research Paper I (4 cr)

Business Projects and Consultancy (2 cr)

## 10th semester

Senior Research Paper II (4 cr)

Optional

chosen by students  
in the 7th semester

**International  
Management Formation  
Line**

Strategic Studies  
(Region I) (4 cr)  
International Logistics  
(2 cr)

**Digital Business  
Formation Line**

Digital Business  
Environment Analysis  
(2 cr)  
Digital Entertainment  
and Consumers (2 cr)  
Digital Marketing (2cr)

**Strategical  
Governance and  
Entrepreneurship  
Formation Line**

Changing Management  
(4 cr)  
New Business Analysis  
(2 cr)

7th  
semester

8th  
semester

International  
Communication and  
Branding (4 cr)  
International Negotiation  
and Diplomacy (2 cr)

Digital Products  
Development (4 cr)  
IT Management (2 cr)

Company Succession  
(4 cr)  
Quality and Management  
(2 cr)

9th  
semester

Strategic Studies  
(Region II) (4 cr)  
Strategical Global  
Alliances (2 cr)

E-Business Management  
(4 cr)  
Special Topics (2 cr)

Cooperation Strategies  
(2 cr)  
Governance Structures  
(4 cr)

10th  
semester

Simulator in Global  
Environments (2 cr)

IT Simulator (2 cr)

Business Simulator (2 cr)







## 1.2 Mass Media (Social Communication and Advertising)

### A persuasive professional

Plan communication strategy? Create funny, emotional and serious campaigns? Build brand image? Highlight the product of a company? Decide the best way to talk to a particular audience: during halftime of a national soccer team game? At an exclusive event? At that interactive game? Or a mix of all of the above? There are thousands of creative ways to do this.

[...] convey a message  
and influence consumers  
with communication

It is up to advertisers to use their sensitivity and technique to find the best way to convey a message and influence consumers with communication, always supported by a marketing strategy.

### Details

**Number of entrance exams**  
2 per year

**Total openings**  
250 per semester

**Number of classes**  
5 per semester

**Maximum number of students per class**  
50 students

**Class periods**  
1st to 4th semester - daytime  
5th to 8th semester - evening

**Deadline for completion**  
Minimum: 8 semesters  
Maximum: 14 semesters

## Recognized as the best school in this field in Brazil

This is the only course in the country that offers a model that allows students to choose courses based on their area of specialization. It allows students, after a solid foundation in marketing and communication, to delve deeper into the field they really want to work in.

There are four areas of specialization:

- Integrated Planning and Communication
- Creation
- Management of brands, products and services
- Trade Marketing and Retail

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Students have realistic learning experiences based on work and practice

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ESPM also provides a series of complementary activities, such as workshops, Arenas agency, ESPM Jr., the Center for Image and Sound (NIS), Social ESPM, in addition to a creative

marathon in which students “pull an all-nighter” at school to prepare a campaign.

ESPM concentrates its efforts so the course is as close to reality as possible. Providing the necessary theory, students can have a true learning experience, based on work and practice. In addition, it offers modern facilities with well-equipped laboratories, a well-furnished library and a Retail Lab, which is a national reference as the first retail laboratory in the country to conduct research on consumer behavior at points of purchase.

If you want to be part of the advertising business and work among the best professionals in Brazil, come to ESPM.



## Labor market

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Over 90% of students graduating from ESPM are already employed or running their own business.

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Communication professionals have a range of options far beyond the world of advertising agencies. Students are prepared to work in sales promotion, merchandising, digital communication, events and relationship marketing, as well as work at research institutes and in video, audio or digital production companies.

The relevance of ESPM courses is confirmed by the fact that over 90% of graduating students are already employed or running their own businesses by the time they finish the course.

## Key Features of the program

### Campus

### Course

### Lines of study

#### ESPM São Paulo

Social Communication with an emphasis on Marketing and Advertising

Specializations: Integrated Planning and Communication, Creation, Brand Management, Products and Services, Trade and Retail Marketing.

Integrated Planning and Communication: differentiated and current practices in the main sectors (sports, fashion, culture, retail etc.) and communication tools, such as propaganda, direct marketing, sales promotion, interactive media, merchandising and communication with publics of interest. Partnership with the São Paulo Planning Group.

Creation: broad vision, open to the main possibilities for languages in the advertising

universe, for promotion of the new communication arenas, in the real and virtual worlds.

Partnership with the Creation Club of São Paulo and the Miami Ad School/ESPM.

Brand Management, Products and Services: brands have significant importance in competitive markets. Their management, based on creation and development of products or services, is one of the great distinctions of leading companies.

Trade and Retail Marketing: nowadays most brands strongly work in the field of distribution and retail to conquer or maintain markets. The marketing and communication actions in these areas are of vital importance. This is a growing market and needs professionals with strategic and applied vision to work at distributors, retail companies and specialized agencies.

Classes of Marketing I, II and III can be taken in English.

#### ESPM Rio de Janeiro

Social Communication with an emphasis on Marketing and Advertising

Specializations: Creation and Planning in communication

Broad foundation in marketing, educates students to work in the field of Creation/Productions.

Three tracks of specific learning, each one composed of nine classes.

#### ESPM Porto Alegre

Social Communication with an emphasis on Marketing and Advertising

Specialization: Advertising creation and production, Management and Digital Business

Governance



## Highlights

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Retail Lab: a laboratory store, focused on the study of retail practices.

ESPM Workshops: Arenas Agency, ESPM Jr., The Sound and Image Nucleus, ESPM Social (a consulting group focused on sustainability), National Campaigns Festival and the ESPM Creation Marathon (SP).

The only college in the world that held a workshop at the International Cannes Festival 2010;

Internationally awarded professionals;

Professors who are administrators of important communication companies; Distinctive facilities, with studios, audio and video post-production laboratories, photography center and an Xsan editing island.

## 1st semester

Text Production and Communication

Brazil and the International Context

Introduction to Marketing

Communication Fundamentals

Visual Language Structure

Elements & Techniques of Marketing Communication

Media Scenes

Philosophy I

Sociology

Logic

Statistics I

## 2nd semester

Language and Speech Analysis

Brazilian Identity Construction

Compound Marketing

Research I

Semiotics Applied to Communication

Art, Thinking and Creation

Promotional Planning I

Creation I

Graphic Production I

Philosophy II

Anthropology

Ethics and Law

Statistics II

## 3th semester

Contemporary Rhetoric

Economics

Strategic Marketing

Research II

Management of Brand Contacts I

Photography I

Promotional Planning II

Creation II

RTVC (Radio, TV and Film) Production I

Graphic Production II

Psychology I

## 4th semester

Sustainability and Socio-environmental Responsibility

Marketing Plan

Research III

Management of Brand Contacts II

Photography II

Communication Planning I

Creation III

RTVC (Radio, TV and Film) Production II

Digital Creation I

Communication with Public of Interest

Psychology II

Finances I

## 5th semester

Oral Expression

Business Management

Relationship Marketing

Finances II

## 6th semester

Writing for the final project

Trade Marketing\*

Digital Arenas and Social Media I

Contemporary Approaches to Marketing Communication

Consumer Practices and Communication

## 7th semester

Business Presentation

Human Resources Administration - Groups

Niche Marketing

Digital Arenas and Social Media II

Communication Planning II

ESPM Graduation Project (EGP) I

## 8th semester

ESPM Graduation Project (EGP) II

\*Students of Trade MKT and Retail do not attend the Trade Marketing Discipline.

Optional

chosen by students starting on 5th Semester

	5th semester	6th semester	7th semester
<b>Integrated Communication</b>	Planning Implementation and Control of Advertising Planning Implementation and Control of Direct Commerce Planning Implementation and Control of Merchandising and Sales Strategic Context I	Planning, Implementation and Event Control Brand Contact Management - Environment, Planning and Negotiation Strategic Context II	Planning, Implementation and Integrated Communication Control Finances Applied to Integrated Communication
<b>Creation</b>	Communication Concept Creation (Creation Laws) Digital Creation III Advertising Creation I – Art Direction Advertising Creation I - Writing	Creative Context Digital Production I Advertising Creation II - Campaign Creation, Promotion, Merchandising and Events I	Portfolio Orientation Program - POP Digital Production II Creation, Promotion, Merchandising and Events II
<b>Brands, Products and Services</b>	Brand Management, Production and Services Business to Consumer (B2C) Market Marketing and Business in the Digital Arena Finances Applied to Marketing I	Brands Management, Production and Services on Business to Business (B2B) Market Competitive Intelligence Finances Applied to Marketing II Licensing	Direct Marketing Finances Applied to Marketing III
<b>Trade MKT and Sales</b>	Brands Management, Production and Services on Business to Consumer (B2C) Market Marketing and Business in the Digital Arena Finances Applied to Marketing I	MKT Strategy per channel* Sales Strategy Management Sales Marketing Finances Applied to Marketing II	Purchasing Behavior and Category Management Finances Applied to Marketing III

## 1st semester

Language I (4 cr)

Introduction to Advertising (2 cr)

Communication Theory I (2 cr)

Economics (4 cr)

Philosophy (2 cr)

Introduction to Marketing (4 cr)

Sociology (2 cr)

Statistics (4 cr)

Research Methodology (2 cr)

Arts and Communication I (2 cr)

Innovation and Creativity (2 cr)

## 2nd semester

Language II (4 cr)

Graphic Computing I (2 cr)

Communication Theory II (2 cr)

Brazilian Socio - economical and Political Studies (2 cr)

Anthropology (2 cr)

Compound Marketing (4 cr)

Communication Sociology (2 cr)

Quantitative Research (4 cr)

Psychology (2 cr)

Arts and Communication II (2 cr)

Advertising Creation I (2 cr)

## 3th semester

Advertising Writing I (2 cr)

Graphic Computing II (2 cr)

Comparative Communication (2 cr)

Advertisement Laws and Ethics (2 cr)

Anthropology of Consumption (2 cr)

Strategic Marketing Diagnostics (4 cr)

Attending and Planning (2 cr)

Qualitative Research (4 cr)

Photography (4 cr)

Consumer Behavior (2 cr)

Advertising Creation II (2 cr)

## 4th semester

Advertising Writing II (2 cr)

Graphic Computing III (2 cr)

Digital Communication (4 cr)

Art Direction I (2 cr)

Graphic Production (2 cr)

Strategical Planning of Marketing (4 cr)

RTVC (Radio, TV and Film) Production (4 cr)

Media (4 cr)

Finances I (2 cr)

Advertising Creation III (2 cr)

## 5th semester

Promotion and Merchandising (4 cr)

Communications Planning I (4 cr)

Finances II (2 cr)

Relationship Marketing (4 cr)

Services Marketing (4 cr)

Alternative Media (2 cr)

## 6th semester

Directed Communication (2 cr)

Brand Management (4 cr)

Communication and Sustainability (2 cr)

Theory of Applied Communication (2 cr)

## 7th semester

PGE I (2 cr)

Creative Planning (4 cr)

## 8th semester

PGE II (18 cr)

Optional

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chosen by students  
starting on 5th  
Semester

5th  
semester

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- Creation**
- Advertising Writing III (2 cr)
  - Digital Creation I (2 cr)
  - Brand Design (2 cr)
  - Art Direction II (4 cr)

- Communication  
planning**
- B2B Marketing (2 cr)
  - Trade, Sales and Retail (4 cr)
  - Corporate Communications (4 cr)

6th  
semester

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- Sound Production (2 cr)
- Digital Creation II (2 cr)
- Creation, Promotion and Merchandising (2 cr)
- Art Direction III (2 cr)
- Digital Production I (2 cr)
- Audiovisual Production (4 cr)

- Communication Planning II (4 cr)
- Communication Planning II (4 cr)
- Internal Communication (2 cr)

7th  
semester

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- Audiovisual Production (4 cr)

- Metrics and Measures of Communication Results (2 cr)
- Crisis Communication and Management (2 cr)
- PGE Finances (2 cr)
- Strategies and Decision Making in Communication (4 cr)



## 1st semester

Theory of Communication I (2 cr)

Marketing I (4 cr)

Quantitative Methods (4 cr)

Creative Process (4 cr)

Advertising Marketing (2 cr)

Language I (2 cr)

Sociology (4 cr)

Compared Communication (4 cr)

Philosophy I (2 cr)

Cyberculture (2 cr)

## 2nd semester

Theory of Communication II (2 cr)

Marketing II (4 cr)

Computer Graphics (4 cr)

History of Art (4 cr)

Psychology (4 cr)

Language II (2 cr)

Economy (4 cr)

ESPEB (4 cr)

Philosophy II (2 cr)

## 3th semester

Language III (4 cr)

Marketing II (4 cr)

Digital Marketing (2 cr)

Market Research (4 cr)

Anthropology (2 cr)

Photo I (2 cr)

Promotion and Incentives (4 cr)

Theory of Advertising (2 cr)

Ethics and Law (2 cr)

## 4th semester

Contact Points (4 cr)

Marketing IV (4 cr)

Finances I (2 cr)

Writing (4 cr)

Art Direction (4 cr)

Photo II (4 cr)

Communication Planning (4 cr)

Audiovisual Production I (4 cr)

## 5th semester

Governmental and Institutional Campaign (4 cr)

Finances II (2 cr)

Audiovisual Production II (4 cr)

## 6th semester

Monograph Project (4 cr)

Management and Entrepreneurship (2 cr)

Metrics of Evaluation in Communication (2 cr)

Digital Creation (2 cr)

## 7th semester

ESPM Graduation Project (EGP) I (4 cr)

Senior Research Paper I (4 cr)

## 8th semester

EGP II (4 cr)

Senior Research Paper II (8 cr)

Optional

chosen by students  
starting on 5th  
Semester

	5th semester	6th semester	7th semester	8th semester
<b>Creation and production area</b>	Brand Design (4 cr) Creation, Promotion and Merchandising (2 cr)	Image Production (2 cr) Sound Production (2 cr) WEB Production (2 cr)	Campaign Creation and Portfolio (4 cr) Applications and Mobility (2 cr)	
<b>Management Area</b>	Brand Management I (2 cr) Relationship Marketing (2 cr) Project Management (2 cr)	Finances III (2 cr) Brand Management II (2 cr) Trade Marketing (2 cr)	Finances IV (2 cr) Competitive Intelligence (2 cr) Social Responsibility and Communication (2 cr)	
<b>Digital Business Area</b>	Environment Analysis of Digital Business (2 cr) Digital Entertainment and Consume (2 cr)	Digital Products Development (4 cr) IT Management (2 cr)	E-Business Management (4 cr) Special Topics (2 cr)	IT Simulator (2 cr)

## 1st semester

Theory of Communication I (2 cr)

Marketing I (4 cr)

Sociology (4 cr)

Creative Process (4 cr)

Language I (2 cr)

Advertising Marketing (2 cr)

Philosophy I (2 cr)

## 2nd semester

Theories of Communication II (2 cr)

Marketing II (4 cr)

Computer Graphics (4 cr)

History of Art (4 cr)

Language II (2 cr)

Philosophy II (2 cr)

Cyberculture (2 cr)

## 3th semester

Quantitative Methods (4 cr)

Marketing II (4 cr)

Comparative Communication (4 cr)

Photo I (2 cr)

Language III (4 cr)

Theory of Advertising (2 cr)

## 4th semester

Economics (4 cr)

Marketing IV (4 cr)

ESPEB (4 cr)

Photo II (4 cr)

Ethics and Law (2 cr)

Anthropology (2 cr)

## 5th semester

Psychology (4 cr)

Market Research (4 cr)

Writing (4 cr)

Art Direction (4 cr)

Digital Marketing (2 cr)

Finances I (2 cr)

## 6th semester

Audiovisual Production I (4 cr)

Promotion and Incentives (4 cr)

Communication Planning (4 cr)

Contact Points (4 cr)

## 7th semester

Governmental and Institutional Campaign (4 cr)

Finances II (2 cr)

Audiovisual Production II (4 cr)

## 9th semester

ESPM Graduation Project (EGP) I (4 cr)

Senior Research Paper I (4 cr)

## 8th semester

Monograph Project (4 cr)

Management and Entrepreneurship (2 cr)

Metrics of Evaluation in Communication (2 cr)

Digital Creation (2 cr)

## 10th semester

EGP II (4 cr)

Senior Research Paper II (8 cr)

Optional

chosen by students  
starting on 5th  
Semester

	7th semester	8th semester	9th semester	10th semester
<b>Creation and production area</b>	Brand Design (4 cr) Creation, Promotion and Merchandising (2 cr)	Image Production (2 cr) Sound Production (2 cr) WEB Production (2 cr)	Campaign Creation and Portfolio (4 cr) Applications and Mobility (2 cr)	
<b>Management Area</b>	Brand Management I (2 cr) Relationship Marketing (2 cr) Project Management (2 cr)	Finances III (2 cr) Brand Management II (2 cr) Trade Marketing (2 cr)	Finances IV (2 cr) Competitive Intelligence (2 cr) Social Responsibility and Communication (2 cr)	
<b>Digital Business Area</b>	Analysis of Digital Business Environment (2 cr) Digital Entertainment and Consumers (2 cr)	Digital Products Development (4 cr) IT Management (2 cr)	E-Business Management (4 cr) Special Topics (2 cr)	IT Simulator (2 cr)



## 1.3 Design

Design is now a strategic tool aimed at constructing and maintaining the competitiveness of companies. In this scenery, executives are including Design

[...] prepares the professional to work in Brazilian and international markets with competence and a critical and reflexive vision.

in higher administration. The designer is no longer solely involved in the release of a product or service. Designers are strategically involved in everything, beginning with the initial processes, which makes the contribution much more effective.

### Details

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**Number of entrance exams**  
2 per year

**Total Vacancies**  
90 - 1st half  
30 - 2nd half

**Number of classes**  
2 - 1st half  
1 - 2nd half

**Maximum number of students per class**  
45 students (theory classes)  
30 students (Practical classes)

**Class periods**  
1st to 4th semester - daytime  
5th to 8th semester - evening

**Deadline for completion**  
Minimum: 8 semesters  
Maximum: 14 semesters

Design at ESPM prepares professionals to work in Brazilian and international markets with competence and a critical vision. Within its curricular structure, the great distinction is in depth work with themes related to Marketing and Business, which prepares students to manage projects, in addition to developing techniques related to creation.

The profession that sketches the future

---

The designer has the important task of transmitting information through forms and images.

---

The designer has the important task of transmitting information through forms and images. It's a task that requires deep knowledge of art, culture and language to communicate. Everywhere we look, we see the work of the designer (or lack thereof).



We can see it in the countless signs that speak to those who walk down the streets, in the important brands printed on business cards, in the signature of TV commercials and magazine ads, in the layout of these magazines and also in newspapers and books. The designer is a professional specialized in creating and developing, and their work is fundamental to the media, whether print, TV or web.

A designer must be distinctive, as is the course.

The ESPM Graphic Design course distinguishes from others by the name: Visual Communication with emphasis on Marketing. Do you know what it means? That you will learn how to be the professional required by the market today, and also needed by society.

You will learn how to be the professional that is required by the market and needed by society.

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At ESPM the student obtains a solid background in Graphic and Digital Design, with emphasis on the development of brands, visual identity, packaging, publishing (books, magazines and newspapers) and on 3D and web platforms.

The courses are constantly updated, both in content and didactics. Professors have working experience: the experience of those who are doing and have done. That means you learn the theory from people who know how it works in practice. The course also offers short-term international experiences, such as intensive courses and workshops, and often invites in professors from various countries for lectures, events and contact with students.

The student learns how to handle the creation business, manage teams and plan structured projects through an education based on disciplines such as Economics, Marketing, Finance and Design Management.

In the fourth semester students begin the Supervised Trainee Program, stepping into the market itself. ESPM has an extensive network of partners that prospect and select professionals directly in the School. As a student prepares to face the outside world, many companies come inside ESPM to choose professionals.

## Labor market

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The ESPM designer has a comprehensive market view, which opens doors to leadership and management positions, and can use this knowledge to start their own business as well.

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Due to a distinguished program that includes cultural, technical, design and management knowledge, the student who graduates in Graphic Design from ESPM has the right profile to work in different areas: design and architecture companies, advertising agencies, national and multinational companies.

The ESPM designer has a comprehensive market view, which opens doors to leadership and management positions, and can use this knowledge to start their own businesses as well.

The high performance of our students reflects the employability rate: around 100%. A figure that adds up to the many reasons to choose ESPM as your school.



## Key Features of the program

Campus	Course	Lines of study			Highlights
<b>ESPM São Paulo</b>	Line of education in Visual Communication with an emphasis on Marketing	An integrated education that includes the graphic fields (identity, brand, editorial and packaging) and digital fields (web, motion graphics and 3D).	It includes extension activities that are conducted outside the classroom, such as talks, workshops and seminars.	In addition to a specialization in visual communication, at the Rio de Janeiro campus, the student can opt for a specialization in animation, with differentiated classes, such as storyboard, screenplay, character development, advergames and transmedia.	Brazil Design Awards 2012 – institution of the year
<b>ESPM Rio de Janeiro</b>	Line of education in Visual Communication with an emphasis on Marketing and Animation	The course is focused on three broad lines: Culture and Foundation; Project; Management and Markets.	Opportunity of real experiences by collaborating with companies, institutions and public agencies.	Students have the opportunity to exercise creative practices in an atelier, an advanced computer graphics laboratory and photography laboratories and studios, in which they encounter the best resources and the best infrastructure to help them develop and improve.	Expanded theory and practice through extracurricular activities and internships at academic entities such as ESPM Jr. and ESPM Social.
<b>ESPM Porto Alegre</b>	Line of education in Visual Communication with an emphasis on Marketing	Unlike traditional design courses, this class prepares students to obtain a strategic vision of business through classes such as economics, marketing, finance and administration. The curriculum is structured by projects. There is practice from the beginning and theory until the conclusion.	Students have the opportunity to exercise creative practices in an atelier, an advanced computer graphics laboratory and photography laboratories and studios, in which they encounter the best resources and the best infrastructure to help them develop and improve.		Four stars from the Student's Guide (SP)
	Line of education in Fashion	Interlinking the concepts of fashion, style and identity, the specialization in Fashion course at the Southern campus deepens knowledge in editorial projects and product campaigns, and provides theoretical content with	cultural, aesthetic, sociological and marketing parameters from the field.		ESPM Design Nucleus (SP and Rio)
					Supervised Internship Program that guides printed and digital portfolio.
					Portfolio Day
					High rate of employability



## 1st semester

Initial Project (Free) (4 cr)

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Philosophy (4 cr)

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Economy Fundamentals (4 cr)

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Art History (4 cr)

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Visual Language (4 cr)

---

Activities Module NB – Representation (10 cr)

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## 2nd semester

Project II (Identity) (4 cr)

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Communication and Language I (4 cr)

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Marketing I (4 cr)

---

Representation Module II (4 cr)

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Photography (4 cr)

---

Graphic Fundamentals (2 cr)

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History of Design (4 cr)

---

Art and Technology (4 cr)

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## 3th semester

Project III (Culture and Information) (4 cr)

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Communication and Language II (4 cr)

---

Marketing II (4 cr)

---

Finances I (2 cr)

---

Ergonomics (4 cr)

---

Graphic Production (4 cr)

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Activities Module H – Color and Perception (4 cr)

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## 4th semester

Project IV (Virtual World) (4 cr)

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Supervised Practice I (2 cr)

---

Marketing III (4 cr)

---

Finances II (2 cr)

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Module H - WEB Design (4 cr)

---

Activities Module NB – Graphics (10 cr)

---

Semiotics applied to Design (4 cr)

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## 5th semester

Project V (Ludic) (4 cr)

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Supervised Practice II (2 cr)

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Ethics and Law (2 cr)

---

Consumer Psychology (2 cr)

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Activities Module NB – Electronic Images (10 cr)

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## 6th semester

Project VI (Environmental) (4 cr)

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Graphical Analysis (4 cr)

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Activity Module NB – Computer Graphics (6 cr)

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Branding (2 cr)

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Moving Images (4 cr)

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## 7th semester

Project VII A/Design Graduation Project (PGD) (Independent) (4 cr)

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Anthropology (4 cr)

---

Marketing IV (4 cr)

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Activities Module E – Strategic Design (4 cr)

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Finances III (2 cr)

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## 8th semester

Project VII B/Design Graduation Project (PGD) (Independent) (4 cr)

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English Seminars Module (4 cr)

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Activities Module E – Repertorial Themes in Marketing Design (4 cr)

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## 1st semester

Initial Project I (2 cr)

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Visual / Kinetic Language (4 cr)

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Sculpture (animation techniques) (2 cr)

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Writing Expression I (4 cr)

---

Art and Design (2 cr)

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Free drawing / Anatomy (4 cr)

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Technical Drawing / Geometry (4 cr)

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Digital Representation (4 cr)

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## 2nd semester

Ludic Project II (4 cr)

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Fundamentals of Graphics (4 cr)

---

Styles and Techniques of Animation (4 cr)

---

Photography (4 cr)

---

History of Design (4 cr)

---

Theory and application of color (4cr)

---

Semiotics (2 cr)

---

Perception (2 cr)

---

Illustration and Digital Painting (2 cr)

---

## 3th semester

Project III - Environment Culture and Information (4 cr)

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Introduction to Compound Marketing (4 cr)

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Typography I (2 cr)

---

Ergodesign I (2 cr)

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Graphic Production (2 cr)

---

3D Virtual Environments (4 cr)

---

Editorial Graphic Computing (4 cr)

---

Vectorial Analysis (Flash) (2 cr)

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WEB (4 cr)

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## 4th semester

Project IV - Visual Identity (4 cr)

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Economic Viability of Projects (2 cr)

---

Branding - Marketing and Design (4 cr)

---

Ergodesign II (2 cr)

---

Writing Expression II / Screenplay (4 cr)

---

Moving images (Video-film) (4 cr)

---

3D Animation (4 cr)

---

Animation / Storyboard (2 cr)

---

## 5th semester

Services Marketing (4 cr)

---

Supervised Practice I (2 cr)

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## 6th semester

Project VI - Information Systems (4 cr)

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Motion Graphics (4 cr)

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Aesthetics Analysis (4 cr)

---

Supervised Practice II (2 cr)

---

## 7th semester

Design Graduation Project (PGD) I (Independent) (4 cr)

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Product and Project Budget (2 cr)

---

Marketing Plan for Design (4 cr)

---

Special Topics on Design (2 cr)

---

Copyright Law, Sponsorship and Contracts (2 cr)

---

## 8th semester

Design Graduation Project (PGD) II (Independent) (4 cr)

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Optional

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chosen by students  
starting on 5th  
Semester

**Visual Communication**

5th  
semester

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- Project V - Packaging (4 cr)
- Process and Materials (4 cr)
- Fashion, Culture and Prints (4 cr)
- Visual Anthropology (2 cr)
- Typography II (4 cr)
- Source creation (2 cr)
- Editorial Project (4 cr)

**Animation**

- 
- Project V - Advergames , Storytelling and Transmedia (4 cr)
  - Animation Styles and Techniques II (4 cr)
  - Concept Art (4 cr)
  - Animatic I (2 cr)
  - Character Modeling (4 cr)
  - Digital Sculpture (4 cr)
  - Character Structure (rigging) (2 cr)

6th  
semester

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- Graphic Workshop (2 cr)
- 3D Prototyping (2 cr)
- Ecodesign (2 cr)
- Surface Design (2 cr)
- Merchandising (2 cr)

- 
- Motion Capture (2 cr)
  - Interactive Animation and Visualization (2 cr)
  - Animatic II (2 cr)
  - Sound Production (2 cr)
  - Visual Effects (2 cr)

## 1st semester

Language I (2 cr)

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Anthropology (2 cr)

---

Marketing I (4 cr)

---

Visual Language (4 cr)

---

Module of Basic Core Activities - Representation: Free Drawing (4 cr) Technical Drawing (4 cr) Digital Drawing (2 cr)

---

History of Art (4 cr)

---

Project I – Principles of Visual Communication and Fashion (4 cr)

---

## 2nd semester

Language II (4 cr)

---

Marketing II (4 cr)

---

Observation Drawing (2 cr)

---

History of Design (4cr)

---

Photography (4cr)

---

Theory and Application of Color (4cr)

---

Semiotics (2 cr)

---

Perception (2cr)

---

Illustration and Digital Painting (2cr)

---

Project II – Visual Identity (4 cr)

---

Topics in Visual Communication (4 cr)

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Module of Capacitation Activities - Color and Perception (4 cr)

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## 3th semester

Finances I (2 cr)

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Language III (4 cr)

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Marketing III (4 cr)

---

Web Design (4 cr)

---

Ergonomics I (2cr)

---

Basic Economics (2 cr)

---

Project III - Editorial and Visual Communication (4 cr)

---

Module of Capacitation Activities – Art and Technology (4 cr)

---

Graphic Production (4 cr)

---

## 4th semester

Finances II (2 cr)

---

Semiotics applied to Design (4 cr)

---

Project IV – Playful (4 cr)

---

Computer Graphics (4 cr)

---

Module of Basic Core Activities - Graphics: Packaging (4 cr) Typography (4 cr) Materials and Processes (2 cr)

---

## 5th semester

Supervised Practice (2 cr)

---

Practice Activity of the Supervised Practice (15 cr)

---

Module of Capacitation Activities – Multisensorial Design and Sustainability (2 cr)

---

Images and Movement (4 cr)

---

Module of Basic Core Activity – Computer Graphics: 3D (4 cr) Surface Design (4 cr)

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Module of Basic Core Activities – Electronic Images: Comics (2 cr) Digital Typography (2 cr) Movies Aesthetics (2 cr) After Effects (2 cr)

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## 6th semester

Personal Branding Portfolio Design (2 cr)

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Marketing IV (4 cr)

---

Ergonomics II (2 cr)

---

Activity Module Design and Merchandising (2 cr)

---

Project V – Sales Point (4 cr)

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Information Systems Design (4 cr)

---

## 7th semester

Ethics and Law (2 cr)

---

Consumption Psychology (4 cr)

---

Finances III (2 cr)

---

Copyright Law, Sponsorship and Contracts (2 cr)

---

Design Methods and Processes (4 cr)

---

Final Project A – (PGD [ Design Graduation Project]) (4 cr)

---

## 8th semester

Module of Emphasis Core Activities – Design Management (4 cr)

---

Production Processes (2 cr)

---

Forecasting and Coolhunting (2 cr)

---

Module of Emphasis Core Activities – Innovation and Design (4 cr)

---

Final Project B – (PGD [ Design Graduation Project]) (4 cr)

---

## 1st semester

Language I (2 cr)

Marketing I (4 cr)

Visual Language (4 cr)

Module of Basic Core Activities - Representation:  
Free Drawing (4 cr)  
Technical Drawing (4 cr)  
Digital Drawing (2 cr)

## 2nd semester

Language II (4 cr)

Marketing II (4 cr)

Anthropology (2 cr)

Observation Drawing (2 cr)

History of Art (4cr)

Project I – Principles of Visual Communication and Fashion (4 cr)

## 3th semester

Language III (4 cr)

Finances I (2 cr)

History of Design (4 cr)

Basic Economics (2 cr)

Special Topics of Visual Communication (4 cr)

Module of Capacitation Activities – Color and Perception (4 cr)

## 4th semester

Marketing II (4 cr)

Semiotics applied to Design (4 cr)

Project II – Visual Identity (4 cr)

Computer Graphics (4 cr)

Graphic Production (4 cr)

## 5th semester

Photography (4 cr)

Web Design (4 cr)

Module of Capacitation Activities – Art and Technology (4 cr)

Module of Basic Core Activity – Computer Graphics:  
3D (4 cr)  
Surface Design (4 cr)

## 6th semester

Ergonomics I (2 cr)

Project III – Editorial and Visual Communication (4 cr)

Module of Basic Core Activity – Graphics:  
Packaging (4 cr)  
Typography (4 cr)  
Materials and Processes (2 cr)

Images and Movement (4 cr)

## 7th semester

Supervised Practice (2 cr)

Practice Activity of the Supervised Practice (15 cr)

Finances II (2cr)

Module of Capacitation Activities – Multisensorial Design and Sustainability (2 cr)

Project IV - Ludic (4 cr)

Module of Basic Core Activities – Electronic Images:  
Animation (2 cr)  
Digital Typography (2 cr)

## 8th semester

Personal Branding Portfolio Design (2 cr)

Marketing IV (4 cr)

Ergonomics II (2 cr)

Module of Emphasis Activities – Design and Merchandising (2 cr)

Project V – Sales Point (4 cr)

Information Systems Design (4 cr)

## 9th semester

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Final Project A – (PGD  
[ Design Graduation  
Project]) (4 cr)

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Ethics and Law (2 cr)

---

Consumer Psychology  
(4 cr)

---

Finances III (2 cr)

---

Design Methods and  
Processes (4cr)

---

Final Project A – (PGD  
[ Design Graduation  
Project]) (4 cr)

---

## 10th semester

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Module of Emphasis  
Activities – Design  
Management (4 cr)

---

Production Processes  
(2 cr)

---

Forecasting and  
Coolhunting (2 cr)

---

Module of Emphasis  
Activities – Innovation  
and Design (4 cr)

---

Final Project B – (PGD  
[ Design Graduation  
Project]) (4 cr)

---



## 1st semester

Language I (2 cr)  
 Anthropology (2 cr)  
 Marketing I (4 cr)  
 Visual Language (4 cr)  
 Module of Basic Core Activities - Representation  
 Free Drawing (4 cr)  
 Technical Drawing (4 cr)  
 Digital Drawing (2 cr)  
 History of Art (4 cr)  
 Project I – Principles of Visual Communication and Fashion (4 cr)

## 2nd semester

Language II (4 cr)  
 Marketing II (4 cr)  
 Observation Drawing (2 cr)  
 History of Design (4cr)  
 Photography (4cr)  
 Theory and application of color (4cr)  
 Semiotics (2 cr)  
 Perception (2cr)  
 Illustration and Digital Painting (2cr)  
 Project II – Fashion and Identity (4 cr)  
 Special Topics on Fashion and Image (4 cr)  
 Module of Capacitation Activities – Fashion, Art and Technology (4 cr)

## 3th semester

Finances I (2 cr)  
 Language III (4 cr)  
 Marketing III (4 cr)  
 Web Design (4 cr)  
 Ergonomics I (2cr)  
 Basic economics (2 cr)  
 Project III - Editorial and Fashion (4 cr)  
 Module of Capacitation Activities - Color and Composition (4 cr)  
 Fashion Production (4 cr)

## 4th semester

Finances II (2 cr)  
 Semiotics applied to Design (4 cr)  
 Branding - Marketing and Design (4 cr)  
 Ergodesign II (2 cr)  
 Writing Expression II / Screenplay (4 cr)  
 Moving images (Video-cinema) (4 cr)  
 3D Animation (4 cr)  
 Comics / Storyboard / Animatic Int. (2cr)

## 5th semester

Supervised Practice (2 cr)  
 Practice Activity of the Supervised Practice (15 cr)  
 Module of Capacitation Activities – Multisensorial Design and Sustainability (2 cr)

## 6th semester

Personal Branding Portfolio Design (2 cr)  
 Marketing IV (4 cr)  
 Ergonomics II (2 cr)

## 7th semester

Ethics and Law (2 cr)  
 Consumption Psychology (4 cr)  
 Finances III (2 cr)  
 Copyright Law, Sponsorship and Contracts (2 cr)

## 8th semester

Module of Emphasis Core Activities – Design Management (4 cr)  
 Production Processes (2 cr)  
 Forecasting and Coolhunting (2 cr)

## 1st semester

Language I (2 cr)

Marketing I (4 cr)

Visual Language (4 cr)

Module of Basic Core Activities - Representation:  
Free Drawing (4 cr)  
Technical Drawing (4 cr)  
Digital Drawing (2 cr)

## 2nd semester

Language II (4 cr)

Marketing II (4 cr)

Anthropology (2 cr)

Observation Drawing (2 cr)

History of Art (4cr)

Project I – Principles of Visual Communication and Fashion (4 cr)

## 3th semester

Language III (4 cr)

Finances I (2 cr)

History of Design (4 cr)

Basic Economics (2 cr)

Special Topics in Fashion and Images (4 cr)

Module of Capacitation Activities – Color and Composition (4 cr)

## 4th semester

Marketing II (4 cr)

Semiotics applied to Design (4 cr)

Project II – Fashion and Identity (4 cr)

History of Fashion and Clothing (4 cr)

Fashion Production (4 cr)

## 5th semester

Photography (4 cr)

Web Design (4 cr)

Module of Capacitation Activities – Fashion, Art and Technology (4 cr)

Module of Basic Core Activities – Material Technology  
Materials and Processes  
Fibers and Threads

## 6th semester

Ergonomics I (2 cr)

Project III – Editorial and Fashion (4 cr)

Module of Basic Core Activities – Surface Design (10 cr):  
Finishing  
Stamping  
Dyeing and Application

Module of Capacitation Activities – Fashion Drawing (10 cr):  
Manual Technique Drawing  
Manual Artistic Drawing  
Computing Technical Drawing  
Computing Artistic Drawing

## 7th semester

Supervised Practice (2 cr)

Practice Activity of the Supervised Practice (15 cr)

Finances II (2cr)

Module of Capacitation Activities – Multisensorial Design and Sustainability (2 cr)

Project IV – Basic Techniques and Fashion Construction (8 cr)

## 8th semester

Personal Branding Portfolio Design (2 cr)

Marketing IV (4 cr)

Ergonomics II (2 cr)

Project V – Advanced Fashion Construction Techniques (8 cr)

Module of Emphasis Activities – Styling and Fashion Photography (2 cr)

Visual Merchandising (2 cr)



## 9th semester

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Final Project A – (PGD  
[Design Graduation  
Project]) (4 cr)

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Ethics and Law (2 cr)

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Consumer Psychology  
(4 cr)

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Finances III (2 cr)

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Module of Capacitation  
Activities - Collection

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Clothing  
Shoes  
Accessories  
Products Purchase and  
Licensing

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Final Project A – (PGD  
[Design Graduation  
Project]) (4 cr)

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## 10th semester

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Module of Emphasis  
Activities – Design  
Management (4 cr)

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Production Processes  
(2 cr)

---

Forecasting and  
Coolhunting (2 cr)

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Fashion Studio - Final  
Collection (4 cr)

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Final Project B – (PGD  
[Design Graduation  
Project]) (4 cr)

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## 1.4 International Relations

### Corporate diplomat

The international relations professional who graduates from ESPM is ready to work with strategies to promote business among companies in different countries.

[...] promote business among companies in different countries.

In addition to the skills inherent to a traditional diplomat, this professional masters business activities as well. Administration, Marketing, Communication, Finance and Multicultural Management are just a few of the fields essential to a corporate diplomat.

### Details

**Number of entrance exams**  
2 per year

**Total openings**  
150 – 1st half  
50 – 2nd half

**Number of classes**  
3 – 1st half  
1 - 2nd half

**Maximum number of students per class**  
50 students

**Class periods**  
1st to 4th semester - daytime (fulltime)  
5th to 8th semester - evening

**Deadline for completion**  
Minimum: 8 semesters  
Maximum: 14 semesters

## A course that projects your career to the world

Knowing how to communicate and deal with different cultures, manage conflicts of interest and be skilled in negotiations is very important for those who want to follow this career.

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Students are prepared to analyze global scenarios, anticipate opportunities and blaze paths to generate international business.

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Therefore, the ESPM international relations program sticks to the classic foundations of diplomacy, such as law, Economics and Political Science. Moreover, the School has added International Marketing, Finance, Metrics, Business Modeling and Country Studies to diplomatic education. This makes ESPM's course stand out. Students are prepared to analyze global scenarios,

anticipate opportunities and blaze paths to generate international business.

The disciplines are taught in Portuguese, Spanish or English, so students graduate with fluency in three languages.

ESPM IR is a four-year course that allows the student to conduct an international internship from two months to one year. It also offers the possibility of earning a dual degree, being one from a school in the United States or Europe. To help students, the School has a department fully dedicated to searching national and international opportunities.



## Labor market

The world has never been so opened to Brazil, offering many business opportunities to our country. This scenario also opens doors to international relations professionals, who are increasingly essential to companies that do business around the world.

Many companies are opening their eyes to opportunities that go beyond borders. Therefore, they increasingly need complete professionals, who are able to develop strategies to foster international progress,

promote agreements and evaluate the best conditions for good business.

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96% of our graduating students have found a place in the labor market

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It's no wonder that 96% of our students are in the labor market. Come to ESPM International Relations. The world gets smaller when you get bigger.

## Key Features of the program

Campus	Course	Lines of study
<b>ESPM São Paulo</b>	Emphasis on Marketing and business	<p>From the first to the fourth semester, students produce projects of multidisciplinary convergence at the end of each cycle, to apply their accumulated knowledge in an integrated manner. Multidisciplinary matrix, organized in ten pedagogical lines:</p> <p>International Business and Relations: prepare students for strategic management of international business, and is composed of introductory disciplines that present essential concepts used in the study of International Relations.</p> <p>Marketing and Communication: offers disciplines aimed at professional guidance in that which ESPM's distincts: its emphasis on Marketing and Business; This is the second most important line for the course's "identity," because it allows visualizing the concern with the profile of the graduating student as a marketing administrator.</p> <p>Social Sciences: prepares students to correctly interpret the sociopolitical, commercial and cultural characteristics of foreign markets. Economy: prepares students to interpret the basic concepts of economic science, analyze the business world, decode its specific language and have critical access to news from the field.</p> <p>Law: demonstrates the principles and fundamentals of Law; presents the various general issues of Law, which involve the relationships between nations and international agencies, responsible for the production of International Law.</p> <p>Modeling of Business: prepares students for the strategic management of international business, providing them the skills required in the field of finance.</p> <p>Country Studies: this line of study is composed of various classes with historic and contemporary content about the world's religions and economic blocks, emphasizing those that are part of the political and economic map of the international business conducted by companies in Brazil.</p> <p>Language Practice: two semesters of English and Spanish language will be provided. The practice of languages will also be undertaken in other classes that will be taught in English and or Spanish.</p> <p>Final Class Project: the Final Class Project involves an academic research activity. The objective is to provide the student an opportunity to prepare a reflection based on the student's field of greatest personal, professional and or academic interest, by conducting research.</p> <p>Internship: the objective of this line is to contribute to the formation of a professional who has broad, deep and articulated knowledge of a specific organizational reality; to strengthen the student's capacity for "learning to learn," in such a way that, after graduation, he or</p>
<b>ESPM Rio de Janeiro</b>		
<b>ESPM Porto Alegre</b>		



## Highlights

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Possibility of a Dual Degree

Theory and practice developed through extracurricular activities and academic entities

High rate of employability

Highest grade from the Ministry of Education and Culture

Workshops and debate forums with professionals and professors from other universities

International partnerships

Dual certification with Schiller University (at ESPM's Southern Campus);  
Classes in oral and written rhetoric;

Extracurricular courses in French and Mandarin.

Diplomats Club, Business Incubator and Global Junior Company, (ESPM Southern Campus)

## 1st semester

Introduction to International Relations (4 cr)

International Business Geography (2 cr)

History of Modern International Relations (2 cr)

Marketing Fund. (4 cr)

Modern Political Philosophy (4 cr)

International Relations Sociology (4 cr)

Country Studies 1 - Americas (2 cr)

Introduction to Economy (4 cr)

English I (4 cr)

Spanish I (4 cr)

Language and Argumentation I (2 cr)

Intr. to Research Methods and Techniques (2 cr)

## 2nd semester

International Relations Theory (4 cr)

Contemporary International Relations History (2 cr)

Marketing Mix (4 cr)

Politics Science (4 cr)

Country Studies 2 - Europe (2 cr)

Differential and Integral Calculus (4 cr)

Macroeconomics (4 cr)

International Law Fundamentals (4 cr)

English II (4 cr)

Spanish II (4 cr)

Language and Argumentation II (2 cr)

## 3th semester

International Companies (4 cr)

Brazilian External Politics (4 cr)

Business Strategy and Marketing (4 cr)

Contemporary Brazilian Politics (2 cr)

Cultural Diplomacy (2 cr)

Country Studies 3 – Africa and Middle East (2 cr)

Statistics (4 cr)

Microeconomics (4 cr)

International Commerce Laws (4 cr)

## 4th semester

Geopolitics (4 cr)

Decisive Process Analysis (4 cr)

International Logistic (2 cr)

Strategic Planning of International Marketing (4 cr)

Country Studies 4 – Asia and Oceania (2 cr)

Company Accounting (4 cr)

International Commerce (2 cr)

International Politic Economy (4 cr)

International Business Law (4 cr)

## 5th semester

International Politics (4 cr)

Companies Internationalization (4 cr)

Services Marketing (2 cr)

International Financial Operation Evaluation (4 cr)

Brazilian Economy (4 cr)

## 6th semester

International Negotiation (2 cr)

Management of International Brands (2 cr)

International Corporative Finances (4 cr)

Project Elaboration (2 cr)

Optional Module 1 (4 cr)

## 7th semester

Multicultural Management (2 cr)

International Sales and Marketing (2 cr)

IGP (International Graduation Program) 1 (4 cr)

Optional Module 2 (4 cr)

## 8th semester

Sceneries (4 cr)

Contemporary Strategic Problems (4 cr)

IGP (International Graduation Program) 2 (4 cr)

## 1st semester

Introduction to International Relations (4 cr)

International Business Geography (2 cr)

History of Modern International Relations (2 cr)

Introduction to Marketing (4 cr)

Integral and Differential Calculus (4 cr)

Sociology of International Relations (4 cr)

Country Studies I Americas (2 cr)

Introduction to Economics (4 cr)

Research Methodology (2 cr)

English I (4 cr)

Spanish I (4 cr)

Rhetoric and Language I (2 cr)

## 2nd semester

Theory of International Relations (4 cr)

History of Contemporary International Relations (2 cr)

Modern Political Philosophy (4 cr)

Compound Marketing (4 cr)

Politics Science (4 cr)

Country Studies II Europe (2 cr)

Microeconomics (4 cr)

Fundamentals of International Law (4 cr)

English II (4 cr)

Spanish II (4 cr)

Rhetoric and Language (2 cr)

## 3th semester

International Companies (4 cr)

Brazilian Foreign Policy (4 cr)

Cultural Diplomacy (2 cr)

Marketing Strategies and Diagnosis (4 cr)

Contemporary Brazilian Politics (2 cr)

Statistics (4 cr)

Country Studies III Africa and Middle East (2 cr)

Macroeconomics (4 cr)

International Commerce Law (4 cr)

## 4th semester

Geopolitics (4 cr)

Decision Process Analysis (4 cr)

International Logistics (2 cr)

Strategic Marketing Plan (4 cr)

International Trade (4 cr)

Company Accounting (4 cr)

Country Studies IV Asia and Oceania (2 cr)

International Economic Policy (4 cr)

International Business Law (2 cr)

## 5th semester

International Politics (4 cr)

Global Companies Services (2 cr)

Corporate Internationalization (4 cr)

Financial Operations Evaluation (4 cr)

Brazilian Economy (4 cr)

## 6th semester

International Negotiation (2 cr)

Project elaboration (2 cr)

International Brands Management (2 cr)

International Corporate Finance (4 cr)

## 7th semester

PGI I (4 cr)

Multicultural Management (2 cr)

International Sales Management (2 cr)

## 8th semester

PGI II (4 cr)

Contemporary Strategic Problems (4 cr)

Global Scenarios (4 cr)

Supervised Practice (16 cr)



## 1.5 Journalism

The ESPM journalism department is recognized by the market as one of the best in Brazil.

Based on the best teaching practices in Brazil and abroad, the main leaders and employer-companies in this field, the ESPM journalism department is recognized by the market as one of the best in Brazil.

### Details

**Number of entrance exams**  
2 per year

**Total openings**  
50 per semester

**Number of classes**  
1 per semester

**Maximum number of students per class**  
50 students

**Class periods**  
1st to 4th semesters - daytime  
5th to 8th semesters - evening

**Deadline for completion**  
Minimum: 8 semesters  
Maximum: 14 semesters



## Journalism at ESPM. Speaking to the world, so that it listens

The days when journalists worked only in newsrooms are gone. It is increasingly common to find journalists working not only in newsrooms, but also in press relations and communications for private companies and government entities. Professionals today must be able to work with different media, due to the ever-increasing convergence of various forms of communication.



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The ESPM Journalism course prepares professionals to work with a broad view of economic and business environments

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Therefore, the design and structure of the ESPM Mass Media (Journalism) course is based on two broad lines: analysis of the best practices of the most

important journalism schools in Brazil and worldwide; listening to the most important and largest employers of these professionals, such as: communication media (the press) and advertising, public relations and press agencies.

The ESPM Journalism course prepares professionals to work with a broad view of economic and business environments, providing a deeper experience in the social and economic scenarios, as well as allowing these professionals to act in corporate communication through press offices and communication agencies or directly in the communications department of these organizations.

## ESPM Graduates

Journalists with a degree from ESPM carry the name of one of the most respected communication schools in Latin America.

Upon completion of the Journalism course, the new professional will be able to work in media outlets - newspapers, radio, magazines, television, portals, blogs and other media - and also at advertising, public relations and press agencies, and at communication departments in public, private and non-governmental organizations. They will also be prepared to start up their own business and or manage work teams and operational developments in the sector.

More than just a communication professional, a journalist educated at ESPM is a media business professional with a sharp critical sense of market practices.

Pillars of the course: journalism, corporate communication, communication with the market, professionalization and development of technical skills.

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Graduates are prepared to work in various media

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## Key Features of the program

### Campus

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#### ESPM São Paulo

### Course

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Social Communication with accreditation in Journalism

### Lines of study

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A broad vision of the business environment allows graduates to work in corporate communication and media relations.

Four focuses of learning: a basic education focused on the Humanities helps the student to develop critical thinking; the professionalization focus allows the student to learn about various forms of content production in the various communication vehicles; the marketing focus prepares the student to identify the consumer public; and the corporate communication focus prepares students to work in press relations, public and private organizations, as well as develop their own business.

The objective is to prepare professionals to perform the

distinct activities directly related to the production of journalistic content, from investigation, verification, writing and editing to the publication of reports.

Multiplatform education: the student and future professional can work in fields such as corporate communications at private and public institutions or in traditional journalism.

The program provides access to excellent facilities and a complete laboratory structure for the production of video, audio, web

and print materials, analog and digital photography, in addition to a system for convergence of sound and images.

Students are engaged in the production of multiplatform journalistic contents, beginning in the first semester on the ESPM Journalism Portal.

### Highlights

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Brazil Design Awards 2012 – institution of the year

Expanded theory and practice through extracurricular activities and internships at academic entities such as ESPM Jr. and ESPM Social.

Four stars from the Student's Guide (SP) ESPM Design Nucleus (SP and Rio)

Supervised Internship Program that guides printed and digital portfolio.

Portfolio Day

High rate of employability

## 1st semester

Journalistic Language I (4 cr)

Comparative Communication (2 cr)

Communication Theory I (2 cr)

Introduction to Journalism (2 cr)

History of the Press in Brazil (2 cr)

Sociology (4 cr)

Philosophy (2 cr)

Economics (4 cr)

Statistics (4 cr)

Introduction to Marketing (4 cr)

## 2nd semester

Journalistic Language II (4 cr)

Communication Theory II (2 cr)

Info graphics (2 cr)

Graphic Production (2 cr)

Photography (2 cr)

Political Science (2 cr)

Macroeconomics (4 cr)

Brazilian Social-Economical and Political Studies (4 cr)

Quantitative and Qualitative Research (4 cr)

Compound Marketing (4 cr)

## 3th semester

Workshop I (Printed) (4 cr)

Theory of Journalism (2 cr)

Journalistic Genres (2 cr)

Photojournalism (4 cr)

Graphic Project (Layout and Electronic Editing) (4 cr)

Interview and Research Techniques in Journalism (4 cr)

Anthropology (2 cr)

International Geoeconomy (4 cr)

Strategic Marketing Diagnostic (4 cr)

## 4th semester

Workshop II (Audio) (4 cr)

Audiovisual Production and Editing (2 cr)

Communication and Relationship Planning with the Media (4 cr)

Press Relations (4 cr)

Critical Perspective of the News (2 cr)

Communication and Sustainability (2 cr)

Aesthetics and Communication (2 cr)

Market Finance (4 cr)

Brand Management (2 cr)

Strategic Marketing Planning (4 cr)

## 5th semester

Workshop III (Image) (4 cr)

Journalistic Ethics (2 cr)

Journalistic Legislation (2 cr)

Corporate Communication (4 cr)

Audiovisual Production and Editing (Radiophonic Language) (2 cr)

Audiovisual Production and Editing (Television Language) (2 cr)

News Agency and Information Policy (2 cr)

Regional Media Scenarios (2 cr)

## 6th semester

Workshop IV (Interactive Media) (4 cr)

Digital Communication (4 cr)

Editing for the Internet (2 cr)

Image Production and Edition (4 cr)

Communication and Public Institutions (2 cr)

Management of Media Companies (4 cr)

## 7th semester

Database (2 cr)

Internal Communication and and the Interested Public (2 cr)

Crisis and Reputation Management (2 cr)

Market Workshops (4 cr)

Cultural Trends and Sceneries (4 cr)

Journalism Graduation Project – PGJ I (Printed, Radio, TV, Web project or Integrating different platforms) (4 cr)

## 8th semester

Journalism Graduation Project – PGJ II (product production) (16 cr)

## 1st semester

Language I (4 cr)

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Introduction to Journalism (2 cr)

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Communication Theory I (2 cr)

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Economy (4 cr)

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Introduction to Marketing (4 cr)

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Philosophy (2 cr)

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Sociology (2 cr)

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Statistics (4 cr)

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Research Methodology (2 cr)

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Press History in Brazil (2 cr)

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Journalistic Text Writing I (2 cr)

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## 2nd semester

Language II (4 cr)

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Aesthetics and Communication (2 cr)

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Communication Theory II (4 cr)

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Macroeconomics (2 cr)

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Compound Marketing (4 cr)

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Political Science (2 cr)

---

Sociology of Communication (2 cr)

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Qualitative and Quantitative Research (4 cr)

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Brazilian Socio-economical and Political Studies (2 cr)

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Photography (2 cr)

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Journalistic Text Writing II (2 cr)

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## 3th semester

Writing workshop I (Printed media) (4 cr)

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News Agency and Information Politics (2 cr)

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Comparative Communication (2 cr)

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Theories of Journalism (2 cr)

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Marketing Strategy and Diagnosis (4 cr)

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Anthropology (2 cr)

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Regional media scenario (2 cr)

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Journalism Research and Interview Techniques (4 cr)

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Ethics (2 cr)

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Photojournalism (4 cr)

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Journalistic Law (2 cr)

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## 4th semester

Writing workshop II (radio) (4 cr)

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Audiovisual Production (2 cr)

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Graphic Project (News Design and Desktop Publishing) (2 cr)

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International Geoeconomy (4 cr)

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Marketing Strategic Plan (4 cr)

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Brand Management (4 cr)

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Infographics (2 cr)

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Production Graphics (2 cr)

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Market Finances (4 cr)

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## 5th semester

Writing workshop III (TV) (4 cr)

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Video and Editing Production (4 cr)

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Media Relationship and Communication Planning (4 cr)

---

Sound Production and Editing (4 cr)

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News Critical Perspective (2 cr)

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Corporate Communications (4 cr)

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Introduction to Law (4 cr)

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Journalistic Genres (2 cr)

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## 6th semester

Writing workshop IV (Digital Media) (2 cr)

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Digital Editing (2 cr)

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Digital Communication (4 cr)

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Communication and Sustainability (2 cr)

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Media Business Management (2 cr)

---

Communications for Public Institutions (2 cr)

---

Cultural Trends and Scenarios (2 cr)

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Press Agent (4 cr)

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Stakeholders Relationship and Reputation Management (2 cr)

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## 7th semester

PGJ I (Projects for print media, TV, Radio, Web or integrating different platforms) (2 cr)

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Comparative Journalism (2 cr)

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Public Relations (4 cr)

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Internal Communication (2 cr)

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Crisis Management and Communication (2 cr)

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Results Analysis and Measuring in Communication (2 cr)

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Directed Communication (2 cr)

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Media Training (2 cr)

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## 8th semester

PGJ II (product completion) (16 cr)

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## 1st semester

Journalistic Language I (4 cr)

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Philosophy (2 cr)

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Microeconomics (2 cr)

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Marketing I (4 cr)

---

Introduction to Journalism (2 cr)

---

Sociology (4 cr)

---

History of Journalism (2 cr)

---

Quantitative Methods Applied to Journalism (4 cr)

---

Comparative Communication (4 cr)

---

Theory of Communication I (2 cr)

## 2nd semester

Journalistic Language II (4 cr)

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Quantitative and Qualitative Research (4 cr)

---

Communication Theory II (2 cr)

---

Journalistic Genres (2 cr)

---

Political Science (2 cr)

---

Marketing II (4 cr)

---

Aesthetics and Communication (2 cr)

---

Macroeconomics (2 cr)

---

Writing Workshop I (Printed) (4 cr)

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Socioeconomic and Political Studies (4 cr)

## 3th semester

Writing Workshop II (Audio) (4 cr)

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News Agencies and Information Politics (2 cr)

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Marketing II (4 cr)

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Photography (2 cr)

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Anthropology (2 cr)

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Interview Techniques and Journalism Research (4 cr)

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Theories of Journalism (2 cr)

---

Market Finances (4 cr)

---

International Geoeconomics (2 cr)

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Press Agent (4 cr)

## 4th semester

Writing Workshop III (Image) (4 cr)

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Graphic Project (News Design and Electronic Publication) (4 cr)

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Marketing IV (4 cr)

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Communication Planning and Media Relationship (4 cr)

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Audiovisual Production (2 cr)

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Brand Management (2 cr)

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Photojournalism (4 cr)

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Infographics (2 cr)

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Critical News Analysis (4 cr)

## 5th semester

Writing Workshop IV (Digital Media) (2 cr)

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Sound Production and Editing (4 cr)

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Image Production and Edition (4 cr)

---

Journalistic Laws and Ethics (4 cr)

---

Corporate Communication (2 cr)

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Graphic and Editorial Planning (2 cr)

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Media Company Management (2 cr)

## 6th semester

Writing Workshop V (Magazine) (4 cr)

---

Digital Editing (2 cr)

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Digital Communication (4 cr)

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Media Training (2 cr)

---

Communication and Public Institutions (2 cr)

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Communication and Sustainability (2 cr)

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Monographic Project (4 cr)

## 7th semester

PGJ I (Journalism Graduation Project) – Cross-platform Integrated Project (4 cr)

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Directed Communication (2 cr)

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Internal Communication (2 cr)

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Scenarios and Trends (2 cr)

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Crisis and Reputation Management (4 cr)

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Regional Media (2 cr)

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Senior Research Paper Monograph I (4 cr)

## 8th semester

PGJ II (Journalism Graduation Project) – Product execution (8 cr)

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Senior Research Paper - Monograph II (8 cr)



## 2 Graduate Programs and MBAs

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Help students develop a solid conceptual base, a critical vision of reality

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ESPM graduate courses are aimed at professionals who want to improve their careers at public or private companies or in the third sector. They allow students to recycle and deepen the knowledge in their fields of interest, combining it with the pragmatism needed for contemporary business management practices.

The teaching staff is composed of academically qualified professionals (masters and doctors), who have experience working in the market and command of the most modern educational techniques. This balance helps students develop a solid conceptual base, a critical vision of reality and the ability to each day bring to work everything they studied and discussed in the classroom.

## 2.1 MBA - International Executive



ESPM's International Executive MBA is composed of a group of classes that prepares students to understand current marketing trends and consequently to more efficiently manage the complex environments in transformation. The objective of the course is to present and deeply analyze current and innovative concepts of entrepreneurial business management, in order to prepare professionals to lead and apply knowledge in new and non-familiar situations and to deal with challenging situations.

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Prepares professionals to lead and apply knowledge in new and non-familiar situations and to deal with challenging situations.

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The course is aimed at executives with more than 3 years of experience in corporate environments and entrepreneurs with previous education in a wide variety of fields, who are concerned with their employability and understand that knowledge is the only way to guarantee it.



Aligned with international quality standards, the students have the following mandatory options for certification:

1. Attainment of Dual Certification (a “Dual Degree”) from the partnership between ESPM and Florida International University (FIU). In this option, with all the requirements fulfilled, the student will get an Executive MBA from ESPM and a Master’s in International Business (MIB) from Chapman Graduate School of Business (FIU);
2. Obtaining credits in specific courses offered by ESPM’s academic partners, in their respective countries of origin. The course is currently offered at FIU (Florida International University), in Miami (USA), and at the School of High Dirección and Administration (EADA), in Barcelona (Spain).



## 2.2 Master in Marketing

The Master in Marketing prepares high level professionals to work in the fields of Marketing and Strategy in organizations of different sizes and sectors. It is a graduate course that provides a solid education, concerning conceptual, contextual, strategic and operational aspects of marketing.

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Develops in depth knowledge of Marketing main foundations, based on a vision of the current market

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Designed for executives with more than three years of experience, the content offered allows students to develop a complete command of marketing techniques and use them as management tools. The classes offered are based on a curriculum that encompasses from the main aspects of Marketing, to the development of a marketing plan, in which students apply the theoretical and practical knowledge constructed in the classes.

The objectives of the course consist in: developing in depth knowledge of Marketing main foundations, based on a vision of the current market, which allows efficient managerial decision making and the development of an entrepreneurial attitude; also awakes a critical vision of marketing management, stimulating the development of managerial attitudes compatible with the philosophy of focusing on the market and business ethics and responsibility.

Aligned with the best international quality standards, the course offers the opportunity for your professional improvement in international environments. It is possible to obtain credits from elected disciplines in specific courses provided by academic partners of ESPM, such as Florida International University in Miami and the Escuela de Alta Dirección y Administración in Barcelona.





## 2.3 MBA - Digital Marketing

The Digital Marketing MBA embraces the essential topics of Digital Marketing and offers a strategic vision about this new business environment. Aimed at Marketing, Communication and Information Technology professionals, it analyzes current technological evolutions and their impact on behavior, habits, attitudes and thus business relations.

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Develops managers to act in the new digital era, with the strategic view and technical knowledge needed to plan creative and innovative marketing and business actions

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The objective of the course is to prepare managers to act in the new digital era, with the strategic view and technical knowledge needed to plan creative and innovative marketing and business actions. The curriculum consolidates knowledge of management and digital marketing from a contemporary perspective, suitable to the behavior of current society.



## 2.4 MBA - Applied Sciences of Consumption

Developing an understanding of the information that influences consumer decisions is one of the business strategies a company explores to achieve success. Hence, the Applied Sciences of Consumption MBA analyzes how the individual consumer exchanges

resources for goods and services and achieves gratification in this process. The course also investigates the reasons that fomented this exchange.

The course is a pioneer in the field, because it employs biology and neurosciences to

the understanding of men, women, children, adolescents and elderly people behavior peculiarities.

The content is aimed at graduates who require knowledge of the consumer behavior to professionally act in the market, or who need a solid conceptual

support to understand the changes that characterize current society, improving the business-consumer interaction.

Understand how the behavior of shopping for products and services fulfills biological, psychological and socio-economic desires and needs of the individual-consumer, and how to apply this knowledge in market actions.

The goal of the course is to understand how the behavior of shopping (the search, the transaction, possession and use) for products and services fulfills biological, psychological and socio-economic desires and needs of the individual consumer, and to apply this knowledge in market actions.



## 2.5 MBA - Market Administration

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Prepares managers to effectively administer the area of Markets at organizations, preparing them to face the demands of the 21st century

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The Market Administration MBA is designed for prepare managers to effectively administer the area of Markets at organizations, preparing them to face the demands of the 21st century. The program contents have an innovative structure, with a modulation of disciplines, which provides flexibility to the curriculum, thus best serving the individual expectations of students, according to their career development plan. The options for focused education include (i) Market Intelligence; (ii) Integrated Communication; and (iii) Trade Marketing. The course is aimed at executives and entrepreneurs who work or intend to work in the field of Market Administration, as well as professionals from other fields who are interested in acquiring more knowledge of markets administration to complement their education.



## 2.6 MBA - Sport Marketing

The growing importance of the sports industry in the business world and the lack of educational institutions that train managers to work in this field has guided ESPM to the development of the Sports Marketing MBA. The proposal is to educate managers based on a multidisciplinary structure in the field of Administration, considering the practical application of concepts and models. In this context, a partnership with São Paulo Futebol Clube was initiated in 2005 to provide practical experience in the field through technical visits and talks

from professionals who daily work in the sector. The objective of the course is to develop managers who work in the sports industry, providing them the tools needed for planning, implementation and control of strategies aimed at the sector.

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Prepares managers to work in the sports industry, providing them the tools needed for planning, implementation and control of strategies aimed at the sector.

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## 2.7 MBA - Real Estate Business

From a multidisciplinary concept, it gathers theory and practice from the real estate universe, providing participants the essential skills needed in the leadership of staffs, responsible for the development and management of real estate corporations



The Real Estate Business MBA was developed to face the demand for professionals specialized in the generation, evaluation and management of real estate businesses in general, particularly in the housing segment. The current version maintains the essence of previous editions, although with new characteristics and a focus on marketing. From a multidisciplinary concept, it gathers theory and practice from the real estate universe, providing participants the essential skills needed in the leadership of staffs, responsible for the development and management of real estate corporations. It is a course that is completely

up-to-date and adapted to the new market reality, the result of ESPM partnership with Secovi-SP – the largest business association in the sector in Latin America, which since 1946 has represented the entire production chain in the sector, with membership including more than 17 thousand companies and nearly 30 thousand condominiums.

The objectives of the course consist of: stimulating the adoption of current and

innovative concepts of development and management of real estate businesses, providing a strategic vision in the sector; allowing the practical application of theoretical foundations to the managerial experience; supporting the development of entrepreneurial and managerial attitudes and positions that are suitable to the implementation of environmentally profitable and sustainable business.



## 2.8 Graduate Program in Journalism with an emphasis on Editorial Management

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[...] gathers the values and practices of independent journalism to advanced management concepts.

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With the objective of providing mid-career journalists the education needed to work with Editorial Management in various media, the Graduate Program in Journalism with an Emphasis on Editorial Management gathers the values and practices of independent journalism to advanced management concepts. In a final analysis, the program has the ambition of helping improve the Brazilian press. The classes are offered by professors who are renowned specialists from the Brazilian press, and include lectures and panel discussions with guests from various media.



Rio de Janeiro Campus

## 2.9 Graduate Program in Entertainment Management

This program is indicated to professionals and entrepreneurs who need the skills and tools to work in the management sector, in the fields of entertainment and culture as producers of cinema, events and content, cultural centers or to be consultants in communication, tourism, companies that sponsor cultural or sporting projects and other elements of the entertainment industry production chain.

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Prepares students to act in the field of entertainment management, promoting business skills that can be transferred to the sector

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The Graduate Program in Entertainment Management is designed to prepare students to act in the field of entertainment management, promoting business skills that can be transferred to the sector. The content is aimed at training professionals and entrepreneurs, through the essential understanding of the creative industry key sectors. In addition to business skills, the students develop abilities in fields such as organization, analysis, critical thinking and communication.

To attain certification, the students explore challenges confronted in the management of entertainment projects.



## 2.10 Graduate Program in Franchise Management

Indicated to professionals, administrators, consultants and entrepreneurs directly and indirectly linked with the business of franchising.

The Graduate Program in Franchise Management explores a multidisciplinary

approach to prepare students to exercise functions of leadership, assistance and management of businesses with an emphasis on franchising. It prepares them to participate in the development and execution of the main corporate

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Prepares students to participate in the development and execution of the main corporate strategies and processes of the franchising business.

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## 2.11 Graduate Program in Integrated Organizational Communication

The Graduate Program in Integrated Organizational Communication is indicated to professionals who work with organizational communication, public relations, communication assistance, communication management, marketing and design, and those who work in development and management of integrated communication strategies for profit or not-for-profit organizations.

The objective is to prepare communication professionals to develop a solid strategic vision, the ability to analyze the demands of a business and propose innovative integrated solutions, based on up-to-date information and a focus on the organization's objectives

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Educates communication professionals to develop a solid strategic vision, the ability to analyze the demands of a business and propose innovative integrated solutions

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and reputation. At the end of the course, students should be capable of developing a complete diagnosis that results in a consistent and integrated communication plan to position and strengthen an image, sell products, services or brands; and to manage the organization's relations with its publics of interest.





## 2.12 Graduate Program in Business Management and Marketing

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Develops managerial skills in general, with an emphasis on the field of Marketing

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The Graduate Program in Business Management and Marketing is indicated to recent graduates and young professionals. The objective of the course is to develop managerial skills in general, with an emphasis on the field of Marketing, developing knowledge, abilities and attitudes that are essential in the business environment.



## 2.13 Graduate Program in Fashion Marketing

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Focuses on different segments of fashion production chain management.

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The Graduate Program in Fashion Marketing is indicated for professionals with an education in fashion, design, marketing, communication, architecture or other fields, and who work or want to work in the field of Fashion, as well as managers and entrepreneurs who are seeking new forms of management aimed at innovation. The course focuses on different segments of the fashion production chain, including design, purchasing, visual programming, marketing and production management.

## 2.14 Graduate Program in Marketing and Digital Design

Prepares students to work in the field of Digital Marketing

This program is indicated to professionals of Marketing, Communication and Design, as well as entrepreneurs from different fields who work with or want to work with Information Technology, media and digital products. The objective of the Graduate Program in Marketing and Digital Design is to prepare students to work in executive functions in the field of Digital Marketing by offering a panoramic view of changes in a competitive global scenario and preparing them to master the existing primary tools.



Another guideline of the course content is to prepare professionals to manage digital products or services, seeking to plan, manage or develop interactive applications, based on a business model and previous strategic planning.



## 2.15 MBA - Strategic Design

Offers managerial education with specialization in Strategic Design, providing a strong base in Business Management

Indicated to professionals with training in Design, Architecture, Fashion or managers, as well as entrepreneurs who are seeking new forms of management aimed at innovation through design. The MBA in Strategic Design offers managerial education with specialization in Strategic Design, providing a strong base in Business Management.



## 2.16 MBA - Business management and competitive intelligence

Designed for professionals with college-level training

The Graduate Course in Business Management and Competitive Intelligence was designed for professionals with college level training, who want to improve their skills to work in current activities or adopt new models of management and also for those who intend to develop their own business, using the tools of Competitive Intelligence.

The purpose of the course is:

- To provide a broad and integrated view of Business Management for product and service organizations;
- To discuss concepts, principles, techniques and processes of management, in business scenarios;
- To focus on Business Management in the context of modern administrative models, considering the strategic and tactical operational dimensions;
- To use the academic environment as a forum of discussion and experience exchange related to the multiplicity and peculiarities of organizations focused on products and services;
- To provide tools to involved professionals so that the theoretical concepts and aspects presented achieve the efficiency they strive for in practice.



## 2.17 MBA - Sports Management and Marketing

The MBA in Sports Management and Marketing is aimed at college level professionals from a wide variety of educational backgrounds, entrepreneurs, executives and professionals from the world of sports, who see them as a business and market. The course offers managerial education, with an emphasis on the field of Sports Marketing, developing knowledge, skills and attitudes that are essential to the business environment in Sports.

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Offers managerial education, with an emphasis on the field of Sports Marketing

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## 2.18 MBA - Strategic Marketing

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Trains participants to exercise executive functions

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The MBA in Strategic Marketing is indicated to professionals with a minimum of three years experience and graduate level in any field and who need to develop managerial skills focused on marketing and on its influence on business decision making process. The aim of the course is to train the participants to act on executive functions. It offers a broad program constructed through studies with the main executives in the field of marketing associated to ESPM's more than 60 years. It is based on a pedagogical proposal that combines reflection and thinking about decision making in marketing, with experience in Brazilian and international cases.



Porto Alegre Campus

## 2.19 MBA - International Executive

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Prepares professionals to lead and apply knowledge in new and non-familiar situations, also dealing with challenging ones.

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ESPM's International Executive MBA is composed of a group of classes that prepare students to better comprehension of current marketing trends and consequently to more efficiently manage complex environments in transformation. The objective of the course is to deeply present and analyze current and innovative concepts of entrepreneurial business management, to prepare

professionals to lead and apply knowledge in new and non-familiar situations, also dealing with challenging situations.

The course is aimed at executives with more than 3 years of experience in corporate environments and entrepreneurs with previous education in a wide variety of fields, who are concerned with their employability and understand that knowledge is the only way to guarantee it.

Aligned with international quality standards, the students have the following mandatory options for certification:

1. Attainment of Dual Certification (a "Dual Degree") from the partnership between ESPM and the Florida International University (FIU). In this option, with all the requirements fulfilled, the student will earn an Executive MBA from ESPM and a Master's in International Business (MIB) from the Chapman Graduate School of Business (FIU);
2. Obtaining credits in specific courses offered by ESPM's academic partners, in their respective countries of origin. The course is currently offered at FIU (Florida International University), in Miami (USA), and at the School of High Dirección and Administration (EADA), in Barcelona (Spain).



## 2.20 Master in Strategic Marketing

Prepares marketing managers with a strategic vision and critical perspective

Created for executives with more than three years of professional experience, who want to deepen their studies in the field, the Master in Strategic Marketing program presents and deepens the main foundations of marketing within a contemporary business perspective.

The objective is to prepare marketing managers with a strategic vision and critical perspective, who are capable of stimulating the development of managerial attitudes compatible with the market and with the values of ethics and responsibility.

Aligned with the best international quality standards, the course creates the opportunity for your professional improvement in international environments. It allows earning credits from elective courses in specific classes offered by EPSM's academic partners, such as Florida International University in Miami and the Escuela de Alta Dirección y Administración (EADA) in Barcelona.

## 2.21 MBA - Executive Coaching, Consulting and the Development of People

Emphasis is given to promoting a more productive environment, managing people and resources in a strategic and effective manner

The MBA in Executive Coaching, Consulting and the Development of People is aimed at human resources managers, psychologists or business educators and professionals who are interested in developing people. Students graduating from this course will be able to perform consulting actions in organizational interventions, having developed the ability to conduct precise diagnoses, and provide leadership in processes that expand the quality of relationships



within organizations. Emphasis is given to promoting a more productive environment, managing people and resources in a strategic and effective manner.

The objective of the course is to educate professionals in Executive Coaching, through a partnership with the Academy of Executive Coaching, an international reference in the field. It is the only global institution accredited by the International Coach Federation, the European Mentoring & Coaching Council and Middlesex University.



## 2.22 MBA - Applied Sciences of Consumption

Developing an understanding of the information that influences consumer decisions is one of the business strategies a company explores to achieve success. Therefore, the Applied Sciences of Consumption MBA analyzes how the individual consumer exchanges resources for goods and services and achieves gratification in this process. The course also investigates the reasons that led to this exchange.

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Analyzes how the individual consumer exchanges resources for goods and services and achieves gratification in this process

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The course is a pioneer in the field, because it employs biology and neurosciences to analyse the behavior peculiarities of men and women, children, adolescents, adults and elderly people. The content is aimed at graduates who require knowledge about consumer behavior to professionally act on the market, or who need a solid conceptual support to understand the changes that characterize current society, improving business consumer interaction.

The goal of the course is to understand how the behavior of shopping (the search, the transaction, possession and use) for products and services fulfills biological, psychological and socio-economic desires and needs of the individual consumer, and to apply this knowledge in market actions.



## 2.23 MBA - Finance and Corporate Governance

To develop knowledge and skills that allow the professional to master contents in the field of Corporate Finance and develop skills related to the understanding of Organizational Strategies. In addition to providing in-depth information about the fields of Finance and Strategy, the MBA in Corporate Governance and Finance also allows the Executive or Entrepreneur to strengthen his or her ability at corporate management through content command related to the field of Corporate Governance. The course is aimed at Executives and Entrepreneurs with a college degree who want to deepen their knowledge in Corporate Finance, Strategy and Governance.

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Develops knowledge and skills that allow the professional to master contents in the field of Corporate Finance and develop skills related to the understanding of Organizational Strategies

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## 2.24 MBA - Project Management

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Prepares professionals to develop projects in a wide variety of business sectors

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The objective of the MBA in Project Management is to prepare professionals to develop projects in a wide variety of

business sectors. The program presents the methodology and contents developed by the Project Management Institute with agile methods, which prepare students to apply them in the construction and management of projects with strategic vision adapted to the current market reality. The course was prepared for managers and professionals involved in activities that require the development and management of projects, programs or portfolios, the design of processes, the implementation of management systems and new business projects.





## 2.25 MBA - Sales and Relationship Management

Prepares students to develop innovative techniques and methods for sales and relationships

The program develops knowledge and skills that allow professionals to operate profitably in dynamic and competitive markets, exploring innovative techniques and methods for sales and relationships. The MBA in Sales and Relationship Management is aimed at executives and professionals involved with the sale of products or services, as well as presents and deepens concepts related to strategies of marketing, administration and commercial planning and relationship marketing.



## 2.26 MBA - Agrobusiness Management and Marketing

The purpose of this course is to consolidate knowledge of management and marketing with an emphasis on agribusiness in a contemporary vision. The objective of the MBA in Agribusiness Marketing and Management is to prepare professionals to work in the fields of management and marketing with a vision of business and technical knowledge, which allow them to undertake critical and important actions that generate results. The course is aimed at professionals who work in agribusiness and have a college degree. Professionals who want to expand and improve their knowledge, as well as professionals and entrepreneurs from various fields who want to expand and deepen their knowledge in management and marketing applied to agribusiness.

Consolidates knowledge of management and marketing with an emphasis on agribusiness and a contemporary vision.



## 2.27 MBA - Strategic Business Management

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Presents the main contents of the functional areas of administration and the most modern tools of business management

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The objective of the MBA in Strategic Business Management is to prepare the participants to explore business management tools to improve the results achieved by an organization. It qualifies professionals to work in management positions as executives or entrepreneurs, in various types of organizations, with technical competence, innovation, strategic vision and ethics. The program presents the main contents of the functional areas of administration and the most modern tools of business management. It is aimed at professionals who have graduate degrees in a wide variety of areas and want to acquire abilities in business management required to work as executives of organizations or to develop new and successful businesses.



## 2.28 MBA - Strategic Leadership of Business and People

Develops abilities that gather and expand the quality of human relations and management of people to the dynamic of business in a corporate environment

With the goal of preparing professionals with the strategic vision required to lead a team, the MBA in Strategic Leadership of Business and People develops abilities that gather and expand the quality of human relations and management of people to the dynamic of business in a corporate environment. The course is aimed at professionals who coordinate and lead staffs, as well as graduates who want to develop the ability to lead staffs with a strategic vision.



## 2.29 MBA - Fashion Marketing

Prepares specialists in Fashion Marketing who are capable of undertaking strategies and actions of marketing and communication in on-line and off-line environments

The purpose of this course is to prepare specialists in Fashion Marketing who are capable of undertaking strategies and actions of marketing and communication in on-line and off-line environments for various fashion related businesses (from the manufacturing of clothing, accessories, and shoes to retail and other industry sectors). The MBA in Fashion Marketing is aimed at professionals with a college degree who want to focus their knowledge on management and marketing for the fashion business.



## 2.30 MBA - Digital Marketing

Consolidates knowledge of Digital Marketing and communication within a contemporary view suitable to the behavior of society today

The aim of this course is to prepare professionals to work in the digital age, with the strategic vision and technical knowledge needed to plan creative and innovative actions in marketing and digital communication. The MBA in Digital Marketing is designed to consolidate knowledge of digital marketing and communication within a contemporary view suitable to the behavior of society today. The course is aimed at executives and professionals in the fields of Marketing, Communication and Information Technology, who want to deepen their knowledge in the universe of Marketing and Digital Communication.

## 2.31 MBA - Marketing and Communication

Consolidates knowledge of marketing and communication in a contemporary perspective

This course is designed to consolidate knowledge of marketing and communication within a contemporary view. The MBA in Marketing and Communication develops professionals to work in the fields of marketing and communication with the business perspective



and technical knowledge required to undertake creative and relevant actions that generate results. The content was created for marketing and communication professionals who want to recycle, expand and improve their knowledge, as well as professionals and entrepreneurs from various fields who want to expand and deepen their knowledge in Marketing and Communication.



## 2.31 MBA - Executive Strategy and Innovation

Created for students who want to expand their abilities and develop a strategic perspective in the management of people and innovative leadership.

Aligned with the best international quality standards, students of the MBA in Executive Strategy, Leadership and Innovation have the opportunity to experience professional improvements in international environments such as Florida International University in Miami and the Escuela de Alta Dirección y Administración (EADA) in Barcelona. This course was created for students with more than three years of professional experience, who want to improve their skills with strategic vision, the management of people and innovative leadership.



## 2.32 MBA - Journalism with an Emphasis on Management and New Media

Prepares professionals to manage journalism businesses with a strategic vision, knowledge and attitudes suitable to the contemporary movements in communication

The objective of the MBA in Journalism with an Emphasis on Management and New Media is to prepare professionals to manage journalism businesses with a strategic vision, knowledge and attitudes suitable to the contemporary movements in communication. The course content was developed for journalists and professionals who work as managers at media companies or who want to be able to hold leadership or entrepreneurial positions in this sector.

## 2.34 Executive Education



The corporate programs offered by ESPM are developed from the perspective of the client, based on the culture of the company, its needs, expectations and the profile of the professionals that will participate in the activities.

After a first briefing, the client will receive a formal proposal with content and methodologies that can be adjusted until the objectives proposed are in accordance with the detected need.

Among the factors that guarantee the success of the corporate program, one of the highlights is the detailed study of the characteristics and reality of the company, to guarantee that the issues discussed in class will be pertinent to the organization's daily operations.

At no additional cost, clients have access to ESPM's premises, equipment and support personnel for the performance of programs in São Paulo or any other city in which the school is present.

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[...] one of the highlights is the detailed study of the characteristics and reality of the company, to guarantee that the issues discussed in class will be pertinent to the organization's daily operations

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There are MBAs and graduate courses (in São Paulo, the MBA and graduate courses can be self-financed in closed classes for a company or consortium of companies), in addition to extension programs, lectures, seminars and professional updating workshops, for specific companies.

The programs are undertaken within ESPM's areas of operation, such as Business Management, Marketing, Management of People, Sales and Communication. They can be offered in Portuguese, English or Spanish, at companies in any Brazilian city or abroad. At ESPM, the training of talents is guided by ethics, which assures the protection of information presented in the classroom.

When participants refer to strategic issues at their company during classes, the themes are discussed and maintained under the most absolute secrecy by the professor.



### 3. Master's and PHD Programs

The doctoral programs and academic master's degree of ESPM are offered through the graduate programs at São Paulo campus. Recognized by Capes, present as focused in training of researchers and professors, high-level

competence with national and international insertion, able to work in the proposed areas in level of research, teaching and guidance. Research in ESPM is constantly evolving and new programs are being planned in all three units.

#### Offered Courses

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**PPGCOM-ESPM**  
PHD program in  
Communication and Consumer  
Practices

**PPGCOM-ESPM**  
Master's program in  
Communication and Consumer  
Practices

**PMGI-ESPM**  
Academic master's degree  
course in International  
Management

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Provides focused education to develop highly  
competent researchers and professors.

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### 3.1 PhD in Communication and Consumption Practices

### 3.2 Master - Science in Communication and Consumption Practices

The ESPM PhD and Master of Science in Communication and Consumption Practices (ESPM-PPGCOM) was launched in 2006, through its academic master and doctoral courses. It intends to train highly qualified professors, researchers and extension agents to work in Brazil and abroad. Professionals responsible for conducting and leading research, education and guidance in Communication. A rigorous recruiting process, intensive daily research and a consistent investment in the strengthening of our investigative specialty are the basis of our curriculum dynamic and support the quality of our teaching staff and students and their important presence in Brazilian and international scientific forums. There is a perfect integration between the lines of research, the curricular structure, CNPq Groups, and research projects, among which the teaching staff and advisees are evenly distributed.

This program combines a rigorous recruiting process, intensive daily research and a consistent investment in strengthening our investigative specialty.

### Distinction and approach

Brazil's first and only graduate communication program entirely dedicated to the study of the interface between communication and consumption, and resulting relations.

This is the first and only Brazilian PPGCOM entirely dedicated to the study of the interface between communication and consumption, and resulting relations. The analysis of the historically established relationship between dynamics of communication, media and consumption, in their material and symbolic aspects, involves considering a theme of complexity that entwines the structural dimensions of society to the most mundane and ordinary experiences of our lives.

The concept of consumption, grasped from the peculiar perspective of communication, is a strategic element for focusing inquiry about the emergence of a new reflexivity in current socio-cultural life.

### Lines of research

Reception processes and sociocultural contexts articulated to consumption communication and consumption in the ambit of reception and macro-social contexts: education; generational and class issues; visibility, techniques and spectacle; power and engagement actions in media and consumer cultures.

Logics of production and media strategies articulated to consumption communication/ consumption in the ambit of production and media strategies: representations of labor; entertainment and digitalization of culture; production-related poetics; their discourses and materialities; media dynamics, identity and difference.





## Certified research groups

### **ATOS - Communication and Consumption:**

Studies on reception and ethics based on the centrality of inquiries about contemporary ethics. ATOS analyses on the relations and tensions between the circulation of institutional discourses and their uses and appropriations by communities in socio-historical contexts. It encompasses the signification processes of media texts and materialities.

Professors: Isabel Orofino and Luiz Peres

### **Communication, Consumption and Entertainment**

The centrality of contemporary media processes related to the entertainment industry and its markets. The connections between communication, consumption and entertainment have expanded thanks to digital and media culture. Under the debate triggered by studies on communication, culture and consumption, this group discusses the logics of the entertainment industry, attentive to its dynamics and formats, production processes, circulation and memory. Professors: Gisela Castro and Monica Ferrari Nunes

### **Communication, Discourses and Poetics of Consumption**

The contemporary mediatization and intensification of the consumption phenomenon highlights the emergence of discourses and new modes of symbolic production of meaning. From the perspective of consumption discourses production and their poetics, this research group investigates the processes and strategies of discursive and poetic construction of media communication (regardless of the media and technological support) in the contemporary consumption system. Professors: Tânia Hoff and João Carrascoza



### **Communication and Consumption: education and citizenship**

The objective of this group is to analyse consumption, which is seen as the set of goods and practices involved in the definition of positions in social relations. Therefore, the group reflects on the educational background of the individual consumer and citizen, who is able to participate in society in a critical way and construct a new historical variable. The contemporary socio-historical scenery requires that consumption is analysed within its dimension of citizenship, considering the emergence of new ways of perceiving, feeling and knowing.

Professors: Maria Aparecida Baccega and Marcia Tondato

### **NICO - Communication, Narratives and Images of Consumption**

The objects and themes of NICO's research include the analysis of narrative and image dimensions that characterize cultures of consumption, through an essentially communicative perspective.

Placing the production of consumption narratives and images in a historical perspective and analyzing the narratives and images that individuals produce about this universe is the essential path for studies focused on theoretically discerning consumption and consumerism.

Professors: Rose de Melo Rocha and Vander Casaqui



### **Publications**

#### **CMC Journal**

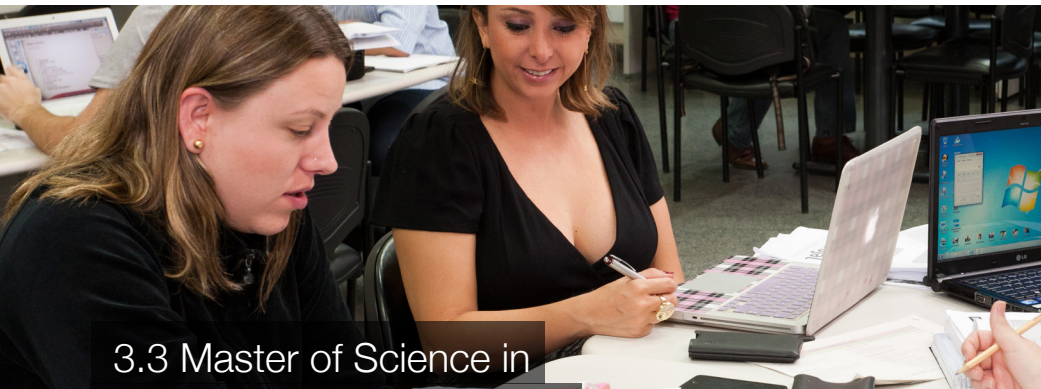
The journal Communication, Media and Consumption has been published since 2004 and since 2009 is classified by the Qualis system as B1 in the area of Applied Social Sciences I. It publishes high level academic research from Brazil and abroad. Since 2012, it includes, in digital format, a trilingual version (Portuguese/Spanish/English) of its theme dossier. It is indexed in seven databases for scientific journals: Revcom, Latindex, IBICT/Seer, Sumarios.org, LivRe, EBSCO and Univerciência.

### **Event**

#### **COMUNICON**

The International Conference on Communication and Consumption - COMUNICON – combines an International Symposium with a Meeting of Group Works. Considered reference in the academic field, a space to discuss communication and consumption in their multiple interfaces. Observing the distinct and dialogical centers of production and reception, it combines the investigation of media strategies, social contexts and demands that mobilize different civil society agents in their everyday experiences.

ppgcom@espm.br  
www.espm.br/ppgcom



### 3.3 Master of Science in International Management

The ESPM Master of Science in International Management (MScIM) in São Paulo is an academic graduate program in business administration recognized by CAPES (the Brazilian Federal Agency for Support and Evaluation of Graduate Education).

Especially designed for those interested in getting a master's degree in business administration, the two-year course prepares students to become professors and conduct research and studies. During this period the student will take a minimum of 12 classes, including 6 compulsory and 6 elective subjects, and also fulfill credits to elaborate a thesis, in a total of 390 hours.

Classes begin in March and take place on two afternoons per week, from 2 pm to 6:30 pm. In addition to classes, the student completes reading hours and attends advisory meetings and events sponsored by the course.

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The course prepares students to become professors and conduct research and studies

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#### Lines of research

MScIM has two lines of research: Strategy in International Management and Marketing in International Management.

**Strategy in International Management:** This line of research involves studies and research on the internationalization strategies of companies, as well as the study of strategies adopted by companies that are already internationalized, including: Planning and structuring of international functions, the role and strategy of subsidiaries, the relationship between subsidiaries and the parent company, the competitiveness factors in multinational companies, the internationalization process and evolution of an international organization, and the strategies of multinational companies related to activities such as innovation and sustainability.

#### Marketing in international management

This line of research involves studies and research designed to construct knowledge related to the international dimension of marketing, including:



marketing management at foreign and Brazilian multinational companies, knowledge transfer at multinational companies, consumer behavior in different countries and cultures, the construction of the Brazil brand and how it impacts marketing activities and marketing management in key international sectors such as international agribusiness, franchising and retail.

## Professors and their research

### **Strategy and innovation in foreign subsidiaries**

Analyzes innovation strategies of foreign multinational corporations subsidiaries that strive to create value.

Professor: Felipe M. Borini

### **Economic analysis of international direct investments in infrastructure**

Examines the flow of foreign direct investment in the infrastructure sector and regulated industries, based on theories established by international business.

Professor: Frederico A. Turolla

### **Competitiveness of Brazilian industries**

Evaluates the factors that are the greatest contributors or restraints to the international competitiveness of small and medium Brazilian exporting companies.

Professor: Ilan Avrighir

### **Studies of business modeling and simulation**

Uses mathematical modeling and computer simulation techniques to develop models designed to help understand the phenomena of marketing and management in the global environment.

Professor: Júlio C. Bastos de Figueiredo

### **Innovation and sustainability in the automotive industry and mobility**

Studies the trends of sustainability and innovation in the automotive industry.

Included in the track of innovation and technology management, in the field of administration, with a focus on the study of sustainable systems of innovation and mobility.

Professor: Marcos Amatucci

### **Internationalization of higher education**

Investigates the internationalization of higher education, giving priority to: variations in internationalization related to the mobility of people, courses, programs, and institutions and organizations.

Professor: Manolita C. Lima

### **Marketing and strategy in agribusiness, retail and franchises**

Evaluates the influence of the institutional environment and the behavior of individual and organizational consumers in the Brazilian and international context in these sectors.

Professor: Eduardo E. Spers

### **Virtual networks**

An investigation of social networks applied to the virtual environment on an international ambit – Examines probable relations between social relationships and their influence on consumer preferences in both physical and virtual environments.

Professor: George Bedinelli Ross

### **Behavior of consumers at the base of the pyramid**

Explores the influences of consumer societies on the behavior and attitudes of consumers at the base of the pyramid.

Professor: Mateus C. Ponchio

### **Marketing management in the international context**

Investigates management practices used by the marketing departments of Brazilian and multinational companies upon their internationalization.

Professor: Thelma V. Rocha

### **Brands in the international environment**

Studies the development of Brazilian brands abroad, country brands and country image, with a focus on the consumer.

Professor: Vivian I. Strehlau



## Publications

### InternexTJournal

InternexT, ESPM's electronic journal of international business, was launched in 2006 as a tool for academic discussion about issues related to the development of international management in Brazil.

The purpose of the journal is to leverage the publication of research and analysis in the field, providing specific space for researchers, professors, undergraduate and graduate students interested in this theme. The journal is evaluated under the Qualis system.

Periodicity • every six months  
ISSN • 1980-4865  
E-Journal • <http://internex.espm.br>

## Event

### Symposium

The International Symposium on Business Administration and Marketing is an annual event sponsored by ESPM since 2006. Its aimed at bringing together business professionals and scholars to discuss issues related to the internationalization of companies.

The ESPM Conference on Business Administration occurs simultaneously with the Symposium and is an international event that has a call for papers, a double-blind review assessment (two PhDs in the field evaluate each paper without knowing the author) and the presentation of papers in discussion sessions. More information at: [www.espm.br/simposioespm](http://www.espm.br/simposioespm)

[pmgj@espm.br](mailto:pmgj@espm.br)  
[www.espm.br/pmgj](http://www.espm.br/pmgj)





## 4 Extension

Keeping up-to-date is a prerequisite for professional success. ESPM offers some options for courses of short and medium term with the objective of contributing to the development of market professionals.

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Extension programs contribute to the development of market professionals.

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## 4.1 Refresher, intensive and advanced courses

Programs of short and medium term for those who wish to increase their knowledge in their area of interest or meet new business areas, improving their job skills and acquainting themselves with what happens in the market. The mix of programs includes the classic areas, as well as new trends in communication, marketing and management.



## 4.3 Photography Course

The South unit annually offers the photography course, with the goal of promoting direct access to multiple forms of exercise photography as a basic condition for learning, keeping parallel the theoretical, historical, technical and practical aspects of the photographic act. Classes are expository, demonstration and practice, based on real work situations.

## 4.2 ESPM Innovation and Creativity Center

It is a cutting-edge area of ESPM SP, which encourages and disseminates improvement and trends for the market. With more than 50 different courses, it provides the right environment for people interested in becoming professionals working in a highly dynamic scenario, in which innovation and creativity increasingly characterize the activities of the leading brands.



## 4.4 Summer and Winter courses

During the vacation period, ESPM offers short courses in the areas of marketing, communications, digital, management, sales, design and creativity. Some cities in Brazil also receive the main courses for one or two weeks.





## 4.5 Creation School

In the Creation School of Rio de Janeiro and South campi, professionals have the opportunity to improve and deepen their technical skills according to market trends. The courses are focused on the areas of planning, audiovisual and creating unique programs and workshops.



## 4.6 Miami Ad School/ESPM

It is present in Brazilian lands since 2002. The two schools, pioneering courses in the country in free advertising creation, brought to Brazil a new concept in education.

Is it a school of creation, design or portfolio? No, it is a school that produces pop culture through great ideas - The School of Pop Culture Engineering, which understands what is happening in the world of communication and takes it to the classroom.

The course prepare students to produce great ideas, regardless of the media being used. Furthermore, it offers students programs that allow to study or internship in the most creative agencies in the world, here or outside the country.

It all makes students experience real work situations. Miami Ad School/ ESPM offers two-year courses in creation and design, boot camps communication planning, fulfillment agencies and shorter courses (Miami Pro).

Miami Ad School/ESPM is based in São Paulo and, in 2013, began activities in Rio de Janeiro.





## 5 ESPM Distance Learning (EAD)

It was created with the goal of bringing the full content and teaching excellence of ESPM to students from all regions. The courses are 100% virtual and present innovative structure: professor tutoring; forums to apply concepts presented in class; blogs aimed at dissemination

of references on the subject; web conference classes, enabling the active participation of students; articles, videos and other tools. All in a very interactive way, providing the student the creation of network relationships for the development of his or her career.

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The courses are 100% virtual and have an innovative structure.

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# Research

- 1 Center of advanced Studies
- 2 Media Lab
- 3 Observatory of Brazilian Multinationals
- 4 Reference center on consumer behavior

# 1. Center for Advanced Studies

To promote innovation-driven, state of the art knowledge

The mission of the ESPM Center for Advanced Studies (CAEPM) is to promote innovation-driven state-of-the-art knowledge. It's activities give priority to ESPM's main areas of interest, namely, communication, management, marketing and consumption, linked to the school's Business Administration, Social Communication, Journalism, Design, and International Relations programs. Its main characteristic is the constant dialog with the various areas of the School in order to establish action plans and principles in consonance with the institution's present and future.



## Brief Background

CAEPM was created in April 2005. In 2006, it experienced an experimental stage and, in 2007 started operating with a focus on the production and dissemination of knowledge. In 2009, the Center created its own research agenda and, in 2013 began strengthening its bond with the undergraduate courses and included among its research areas thematic projects focused on subjects considered strategic by ESPM.

## Activities

The activities carried out by CAEPM are divided into the production and dissemination of knowledge.

## Knowledge Production

CAEPM conducts studies that are at the forefront of knowledge, and are able to identify gaps in and go beyond the existing contributions in ESPM's fields of interest. The research agenda is determined by two mechanisms:

### Internal Submissions:

Calls for papers open to professors in all ESPM courses, based on the criteria of project consistency and on priority themes that are defined every two years. Ongoing studies in 2012 included:

- Brazilian corporate stability and advertising investments: 1997-2010
- Extension of the online collaborative bilingual glossary (English/Portuguese) based on specialized terminology from the field of international relations.
- Perception and behavior of consumers related to beauty and the corporal esthetics of women aged 50 to 65
- Logistics Lab: testing the pedagogical aspects and strategies for inventory centralization
- Test of model of the preceding factors and consequences of consumer confidence in service exchange with mild and severe consequences

### Specific Agenda:

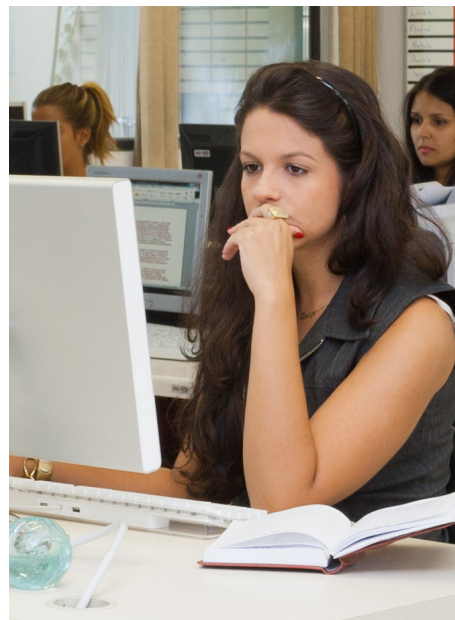
These are scientific and technical projects conducted by CAEPM staff and visiting professors that give priority to fundraising from development institutions and the private sector. Beginning in 2013, CAEPM will kick off Theme Projects, conducted in teams, establishing a dialog with the interests of various sectors and the three ESPM campuses. The 2012 projects were:

- A Dictionary of Communication Schools, Theories and Authors
- Sustainability Indicators for Communication Agencies (ABAP/ESPM)
- Young ESPM Study / Make History with your story

## Dissemination of Knowledge

CAEPM promotes dialog with markets and society through:

- Participation of researchers in national and international academic meetings, as well as activities organized by companies and institutions;
- Print and electronic publications - books, journals, proceedings, etc.;
- Organization of events such as lectures, courses and conferences. Highlighting the visiting lecturers program, the International Symposium on Business Administration and Marketing (held annually since 2006) and the ESPM Cycles of Communication and Marketing (conducted biennially since 2005, formerly called ESPM Meetings).



## Organization and staff

CAEPM features flexibility and dialog as key organizational characteristics, aiming at the incentive of the research culture within ESPM. It has a national scope and its staff includes Director Ricardo Camargo Zagallo (ESPM-SP), Research Coordinators Veranise Dubeux (ESPM-Rio) and Fábio Hansen (ESPM-South), assistant Berenice Araújo, as well as other researchers and interns. It also has a Scientific Council with representatives from all of ESPM's courses and campuses, which helps to establish research priorities and select projects to be supported by the Center.

caepm@espm.br  
www.espm.br/caepm



## 2. ESPM Media Lab

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Conducts basic and applied research of the leading transformations in contemporary communication and digital culture.

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The ESPM Media Lab is a laboratory that investigates, through basic and applied research, the leading transformations in contemporary communication and digital culture, focusing on Media, Entertainment, Design, and Artistic Interventions (M.E.D.I.A.). It produces and disseminates knowledge for the training of teachers, students and working professionals. It is an experience center for new media languages.

### Lines of research

#### **New media and new languages**

This area is designed, as the name implies, to study and investigate new emerging media and languages, based on the technological innovations and uses made by different stakeholders in the field of contemporary communication practices. Its main focus is to explore the concepts of media arrangements and environments (Pereira, 2009) of the projects to be designed and carried out.

#### **Social media and networks**

This center is dedicated to the study and investigation of the so-called social media and networks, including digital social networks such as Orkut, Facebook, Twitter, blogs and others. The key objective of this research center is to understand the logic, practices and characteristics of social communication dynamics in different digital areas that bring together different audiences, brands and institutions.

#### **Multisensory communication**

The objective of this center is to study and investigate languages and media that explicitly explore multisensory languages. The objects of study are game consoles activated by the users' body movements, as well as multisensory logos and trademarks, as well as those proposed by the perspective of Brandsense (Lindstrom, 2005), media environments for communication at events that attract a specific audience (such as the digital-node meetings), interactive POP, etc.

#### **Visual and sound expressions**

The objective of this center is to study sound and visual expressions to grasp the new audiovisual codes emerging in new media - such as games, cell phones, readers, website pages, musical trends like Japanese noise, or visual trends like digital graffiti, among others - and at the same time equip the lab with different types of audiovisual materials (videos, photos, audio, images, drawings, flash animations, etc.) for the different products and proposals of the lab.

## Media and education

The purpose of this center is to study new tools and technologies for classroom and distance learning, considering the deep cognitive changes that undergraduate and graduate students have experienced since the arrival of the digital culture. Thus, tools used by schools such as blackboards, corporate websites, intranet, smartphones and others may be objects of critical inquiry, seeking a better understanding of cognitive dynamics, which such tools can elicit and or inhibit.

### Fundraising for scientific projects and technological development

Based on the experience of the laboratory itself, which has studied for one year federal laws, designed to stimulate innovation and technological development (including Brazil's the Lei do Bem [the Law for the Good], Manual Frascati, Oslo, etc.), this center aims to train and help professors, students and partners who plan to establish a business eligible for the incentive laws currently available in Brazil, related to fundraising for projects focused on innovation and scientific development.

### Theoretical and empirical studies in contemporary media

The main goal of this center is to create a place for theoretical work on the major transformations that media and communication practices are now undergoing. Thus, this center wants to make possible a variety of studies and research that can continuously feed the ESPM MEDIA LAB with the most consistent and innovative analysis of media and communication in contemporary society.

## Ongoing research

- New languages for online journalism and digital storytelling.
- Discursive performances, relationship and engagement of brands and audiences in social networking sites.
- Annual review of marketing cases in social networks.
- Technologies and methodologies for distance training and education.



## Sponsors

The ESPM Media Lab seeks sponsors from different social sectors to strengthen the bonds between markets and the academy.

Sponsors can propose research projects and have access to all the studies conducted, as well as other complementary measures.

The lab is opened to requests for specific studies.

## Partnerships

The ESPM Media Lab has an agreement with The Complutense University in Madrid (UCM) and has partnerships with several other institutions and organizations in Brazil and abroad.

medialab@espm.br  
medialab.espm.br



### 3. Observatory of Brazilian Multinationals

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[...] focuses on the study of the internationalization of Brazilian business

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The ESPM Observatory of Brazilian Multinationals is an international scientific research center that focuses on the study of the internationalization of Brazilian businesses.

**Mission:**  
“Be a center of academic excellence in mapping and disseminating information on Brazilian investments abroad.”

#### Lines of research

##### **Profile of Brazilian multinationals**

Monitors Brazilian investments abroad in various competitive sectors such as: the primary/extractive, manufacturing and services sectors.

##### Internationalization of Brazilian franchises

Studies the internationalization of Brazilian franchises and what motivates and challenges them.

##### Intercultural management

Seeks to understand issues related to the Brazilian management style within the international business and different aspects of people management in Brazilian multinational companies.

##### Global innovation

Investigates the creation process and the transfer of innovation in internationalized Brazilian companies and factors that influence this dynamic.

#### Partnerships

The Observatory of Brazilian Multinationals establishes many research partnerships to implement its studies. It currently has an agreement with the University of São Paulo (FEA/USP) and has partnerships with researchers and organizations in Brazil and abroad.

#### Sponsors

Sponsors can propose research projects and have access to all the studies conducted, as well as other complementary resources.

The Observatory of Brazilian Multinationals is open to requests for other research.

For more information visit [www.observatorio.espm.br](http://www.observatorio.espm.br)



## 4. Reference center on consumer behavior

Brings together professors from several fields to research and publish on the subject

This is a research center on consumer behavior that brings together professors from several fields to research and publish on the subject. It is equipped with research laboratories at the São Paulo campus with dedicated software and eye-tracking devices, and works in conjunction with the ESPM Media Lab and with the ESPM Retail Lab to promote contexts and environments suitable for a wide range of research with real consumers.





## ESPM São Paulo

### Campus Prof. Francisco Gracioso

Rua Dr. Álvaro Alvim, 123  
Vila Mariana  
São Paulo • SP • Brazil  
04018-010  
+55 (11) 5085-4500

### Campus Rodolfo Lima Martensen

Rua Joaquim Távora, 1.240  
Vila Mariana  
São Paulo • SP • Brazil  
04015-013  
+55 (11) 5081-8200



## ESPM Rio de Janeiro

Rua do Rosário, 90 e 111  
Centro  
Rio de Janeiro • RJ • Brazil  
20041-002  
+55 (21) 2216-2000



## ESPM Porto Alegre

Rua Guilherme Schell, 350  
Santo Antônio  
Porto Alegre • RS • Brazil  
90640-040  
+55 (51) 3218-1300



## INTERNATIONAL OFFICE

[internationaloffice@espm.br](mailto:internationaloffice@espm.br)