



ESCS

SCHOOL OF COMMUNICATION
AND MEDIA STUDIES

School of Communication and Media Studies Lisbon, Portugal



ESCOLA SUPERIOR

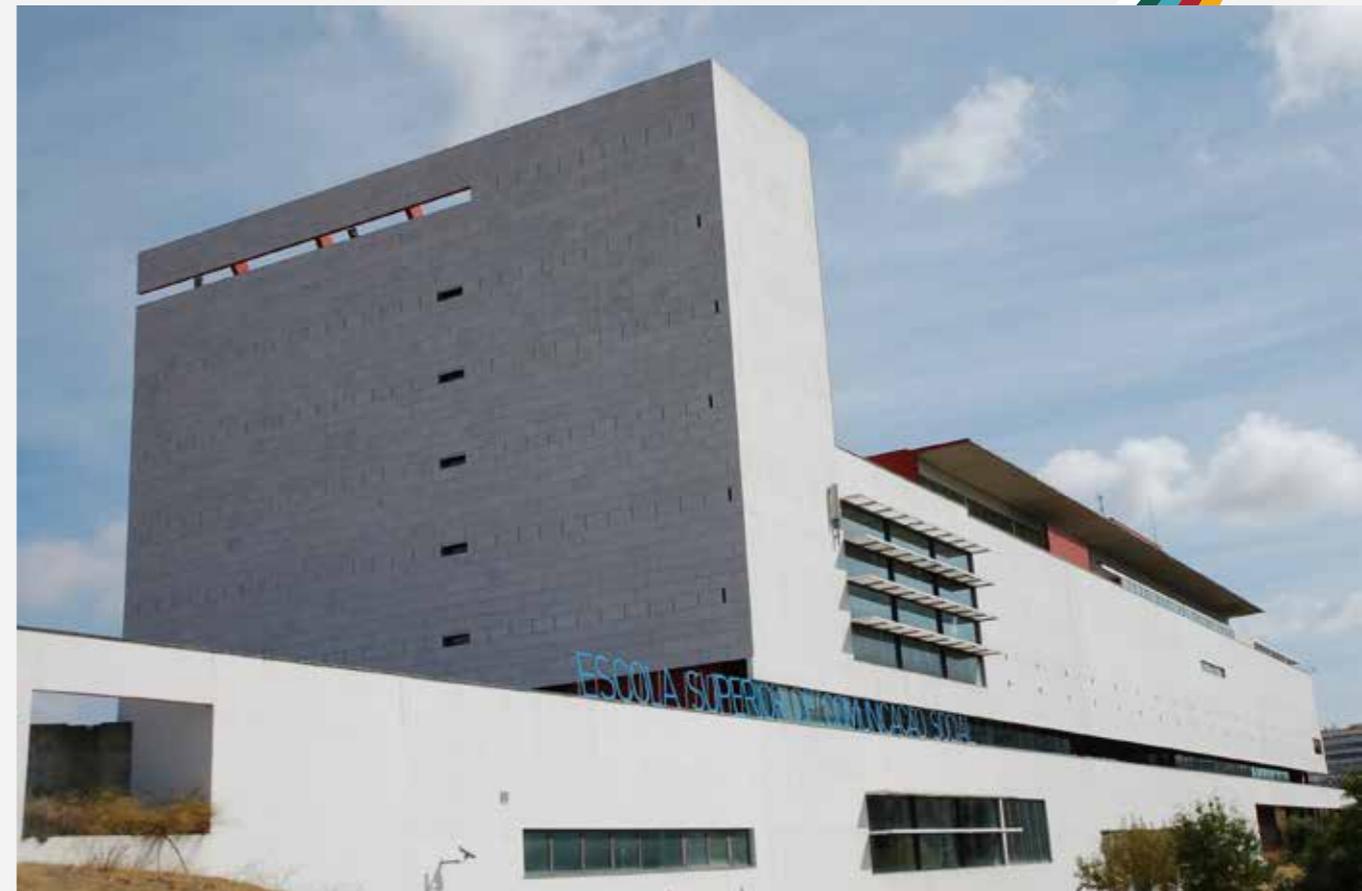


***If we are just another school,
we are one school too many.***

At ESCS, this is our motto.

We believe that, as a school,
we exist to make a difference,
not to be the same as any other school.

If we are not making a difference,
we are expendable.





WHO ARE WE?

We are a unit within the Lisbon Polytechnic.

We have been, for **more than 30 years now**, the **leading school in Communication** and the **only Portuguese institution devoted to this field of study since its inception.**

We follow a **theoretical-practical teaching approach** that bridges the gap between **academic life and labour market.**



WHAT IS OUR MAKE-UP?

STUDENTS **1600**

FOREIGN/MOBILITY
STUDENTS **100**

STAFF **190**

TEACHING STAFF **160**

NON-TEACHING STAFF **30**



WHAT DO WE DO?

Our intervention is structured around these following axles:

Teaching

imparting **high-quality applied** knowledge is how we show our commitment to training **highly qualified and talented professionals** who are also **engaged and responsible citizens**

Research

we develop **applied research**, promote **relationships with other institutions** and encourage **participation in scientific events**, thus **generating and transferring knowledge**

Internationalisation

we continue on our path to fully integrate ourselves in **international research** and **training networks**

Engagement with the community

we are committed to keep on developing **long-lasting and responsible relationships with the community** through cooperation protocols with other institutions, particularly in the areas of **sustainability** and **volunteering**

TRAINING OFFER

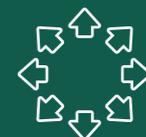
4 Undergraduate degrees (BA)

Audiovisual and Multimedia
Journalism
Advertising and Marketing
Public Relations and Corporate Communication

4 Postgraduate degrees (MA)

Audiovisual and Multimedia
Journalism
Advertising and Marketing
Public Relations and Strategic Management

All of our BA and MA programmes are **accredited**.



TRAINING OFFER

5 Post-Graduations

Branding and Content Marketing

(in partnership with BAR Ogilvy)

Communication and Marketing in the Pharmaceutical Industry

(with ESTeSL, in partnership with the magazine Marketing Farmacêutico and the support of Jaba Recordati and of the Infarmed)

Data Science for Communication and Marketing

(in partnership with Sonae MC, PSE and SAS)

Creative Industries: Management and Trends

(in partnership with Faculdade de Letras / Universidade de Lisboa)

Sports Journalism

(in collaboration with several partners)

Storytelling

(in partnership with SIC and SP Televisão)

With our international students in mind, we offer a range of **subjects exclusively taught in English.**



TRAINING OFFER

In line with our identity as a polytechnic higher school, we provide students with a **unique combination of theory and practice** that affords them a **hands-on learning experience** – a **simulation learning environment** that mimics closely those practices they will later find in the labour market.

Our **highly qualified teaching staff** brings to class **academic and professional expertise**.

This is an opportunity to learn from Communication scholars and researchers as well as experienced professionals.



TRAINING OFFER



PROXIMITY

in student-student relationships

a prevailing sense of cooperation, mutual help, community, and belonging is nurtured through our teamwork approach to learning

in student-lecturer relationships

characterized by openness and receptiveness

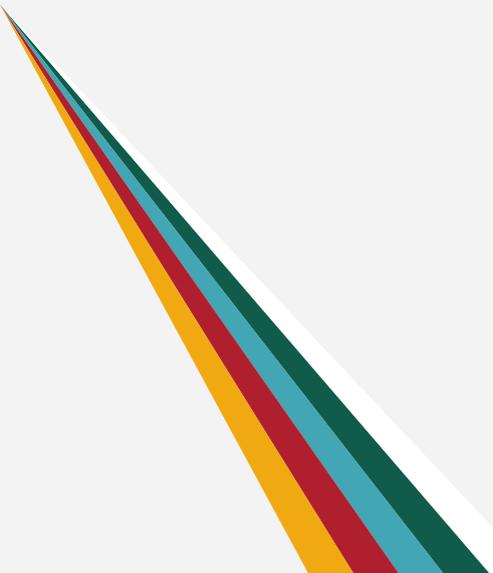


PARTNERSHIPS AND PROTOCOLS

students enjoy the opportunity to develop projects in partnership with various well-established institutions in the Communication market, both within and outside the scope of their course subjects

Our training excellence is consistently recognised by the market: ours are the most sought-after graduates in the field Communication.

Employers know that our graduates are ready, willing and equipped to deal with the challenges that lie ahead.



EXTRACURRICULAR ACTIVITIES

At ESCS, we provide our students with the opportunity to **create and participate in a variety of clubs and societies** which develop a wide range of **extracurricular activities**.

These include not only **cultural and activism activities**, but also, primarily, **activities in Communication areas**.

ESCS currently hosts an **audiovisual club**, an **online radio station**, a **photography club**, an **online magazine**, a **marketing club**, a **public relations club**, a **theatre society**, an **environment society**, and even a **TV show**.

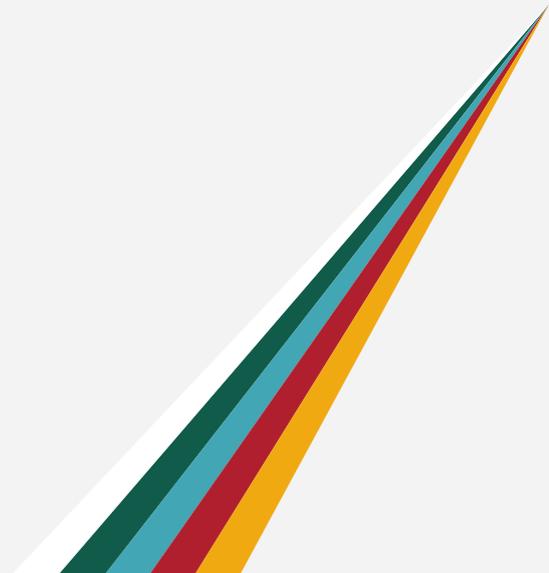


E2

It airs weekly on RTP (the Portuguese public TV broadcaster) and it has been on the air since 2004. It is **entirely produced by our students**.

EXTRACURRICULAR ACTIVITIES

Because we share in our students' dynamism and pro-activity, **there is always room at ESCS for experimentation and new projects.**



EXTRACURRICULAR ACTIVITIES

Extracurricular activities play a **central role** in our identity because:

they affirm our **pragmatic spirit** and testify to our motivation towards **real-world application** of what students learn in the classroom

they represent for many of our students their **first contact with the reality** of their chosen occupation, thus greatly contributing not only to their **training**, but also to their **personal development**



TECHNOLOGICAL FACILITIES



Our students are welcomed to use **technological** and **multimedia** equipment which purpose is to provide to them **an experience similar to the reality** they will meet after graduating.

Technological facilities and equipment are available for use in classes as well as in extra-curricular projects.

The technological facilities and software at students' disposal are suitable for developing different kinds of projects in the areas of **Multimedia and Design, TV and Video, Radio and Audio, and Virtual Set Design.**

TECHNOLOGICAL FACILITIES



Facilities

- 4 Multimedia Labs
- 1 Multimedia Newsroom
- 2 Computer Labs
- 1 Organisational Communication Lab
- 1 Work Room
- 1 TV Studio (with control room)
- 1 Virtual TV Studio (with control room)
- 10 Video Post-production workstations
- 2 Radio Studios
- 4 Audio Post-production rooms

Software

- Design (Adobe Creative Cloud)
- Video (AVID Media Composer)
- Audio (Pro Tools)
- Motion Graphics
- 3D
- Augmented Reality
- Real-time Interaction
- Web, Mobile and Gaming

BONDED TO THE WORLD

We foster international cooperation and research projects, as well as protocols with international institutions, aimed at **developing R&D projects** and **creating training offer**.

We do so because we are committed to provide our students and staff with opportunities to **engage in mobility programmes** and **be a part of workgroups** in various areas of Communication studies.



Projects

- Global Business Education Network (Businet)
- Global Communications Project (Globcom)
- European Communication Research and Education Association (ECEA)
- European Public Relations Education and Research Association (EUPRERA)

Institutions

- Emerson College, USA
- University of Rio de Janeiro (School of Communication), Brazil
- University of Estremadura (UEx), Spain

BONDED TO THE WORLD

MOBILITY

We strongly believe that interacting and learning in different cultural contexts is an **enriching experience** at personal, academic and professional levels. That is why we host international students and staff and provide exchange programmes to our own students and staff.

Erasmus+ Programme

protocols with institutions in more than 30 countries

Overseas Exchanges programmes

protocols with 15 education institutions



Mobility protocols currently in effect at ESCS are managed by IPL's Office of International Relations and Academic Mobility.

For further information, please contact that Office at grima@sp.ipl.pt



RESEARCHING TOWARDS THE FUTURE

Research is one of our mission's central pillars.

In 2016, ESCS created **two lines of research** focused on the following scientific fields:

Media, Culture and Technology

research of a multidisciplinary nature in the fields of journalism and multimedia; interfaces between culture, history, technology, and public policies; media production and media reception studies

Communication, Strategies, and Creativity

research focused on communication practices that involve organisations and stakeholders, drawing from the following areas of knowledge – organisational communication, public relations, marketing, corporate culture, and advertising

RESEARCHING TOWARDS THE FUTURE



Scientific journal *Comunicação Pública*

A multidisciplinary editorial project dedicated to publishing research work, theoretical essays, and critical reviews that, regardless of drawing from different perspectives, languages, contexts, and objectives, all present **reflections on forms of human communication.**

The journal was launched in 2005 and has published more than 30 issues.

LISBON

A small city compared with other European capitals, Lisbon is a city from where you can easily go anywhere – and everywhere smells of the river and the sea. The sun shines on the traditional cobblestone pavements for about 260 days a year, but the warm and welcoming environment glows for the whole 365 days. The open, lively, and friendly spirit of Lisbon’s inhabitants, allied to the plurality of languages spoken across the city, shatters any barriers to communication.



You would be hard pressed to find a better place to study.

LISBON

Located in the centre of Portugal, it is a city where culture and history live side by side with development and innovation – including in Communication.

Here, you will find the highest concentration of production agencies, photography agencies, advertising, digital, and public relations agencies, newsrooms, and TV companies' headquarters in the country.

From the city where, in times past, mariners set sail to explore the world, able Communication professionals can now set out to conquer a new set of challenges.

LISBON

ESCS is located in **Benfica** – a **quiet** and **easily accessible** part of Lisbon, near the “lungs of the city”, the **Monsanto Park**.

