

30
June

20h00 On the Way
Dinner

01
July

10h00 Official Opening Ceremony E.1
10h45 Registration
11h00 What's New? Tour of ESTG
13h00 Lunch - University Restaurant
14h30 Student activity - Work Presentation - Room 2.09
16h30 Inauguration Poster Exhibition - Hall of Campus
17h00 Visit to Crato & Flor da Rosa
20h00 Welcome Dinner - Pousada Flor da Rosa

02
July

09h30 Portuguese class - Room 2.11
10h30 Coffee break
11h00 Master Class: Ricardo Monteiro "Branding in the era of global platforms and open communications" - Anfiteatro E.1
13h00 Lunch - University Restaurant
14h30 Summer Course: Ana José "Concept and Marketing Process"
Carla Fonseca "Internatinal Marketing" - Room 2.09
16h30 IO Work Development - Room 2.11
17h00 Free Time
20h00 Dinner - University Central Restaurant

03
July

10h00 Portuguese class - Room 2.11
10h45 Master Class: Duarte Calvão "Peixe em Lisboa -Lisbon Greater
11h00 Gastronomic Festival" - Anfiteatro E.1
13h00 Lunch - University Restaurant
14h30 Summer Course: José Maia "Digital Marketing" - Room 2.09
16h30 IO Work Development - Room 2.11
17h00 Visit Castelo de Vide
20h00 Dinner - University Central Restaurant

04
July

10h00 Portuguese class - Room 2.11
10h45 Coffee break
11h00 Master Class: Mirian Floriano "Digital Marketing" - Auditório Francisco Tomatas
13h00 Lunch - University Restaurant
14h30 Summer Course: Paulo Canário & Carolina Santos "Marketing Communication"
Room 2.09
16h30 IO Work Development - Room 2.11
17h00 Free time
20h00 Students Party / Profs dinner

05
July

10h45 Coffee break
11h00 IO2 - Make your CV - Room 2.11
12h00 Project management Committee/Final Session - Room 2.09
13h00 Lunch - University Restaurant
14h30 Visit Marvão
20h00 Good bye dinner - Portagem

06
July

10h45 Visit Delta (Wine House & Coffee museum)
13h00 Lunch - University restaurant in Elvas
14h30 Visit Elvas
20h00 Dinner - University Central Restaurant

INTENSIVE PROGRAMME

ECONOMY + TOURISM + MARKETING



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