

APPLICATIONS 2025/2026 POST-GRADUATION IN ADVERTISING

STUDY CYCLE'S GOALS

The Post-Graduation in Advertising aims to equip students with the following knowledge and skills:

- a)** Provide in-depth and integrated knowledge about the various stages of the advertising process, from strategic conception to the implementation and evaluation of campaigns.
- b)** Develop practical and theoretical skills in the areas of advertising creation, communication design, strategic planning, media planning, and branding, enabling the performance of various roles in the sector, within agencies, marketing departments, and as independent professionals.
- c)** Promote creativity and innovation in the development of advertising solutions, encouraging students to explore different languages, formats, and channels, with strategies tailored to the objectives and target audiences of each campaign.
- d)** Provide students with a solid foundation in interpersonal communication, teamwork, and project management, with a focus on multidisciplinary collaboration and creative problem-solving.
- e)** Provide contact with active professionals in the fields of advertising, communication, and digital marketing through seminars, workshops, and masterclasses, encouraging networking and market knowledge.
- f)** Foster critical thinking about the role of advertising in the contemporary social, cultural, and economic context, encouraging an ethical, conscious, and transformative practice.

APPLICATIONS CONDITIONS

At the Postgraduate in Advertising the application process will admit the following applicants:

- a)** Holders of the degree of licenciado or legal equivalent;
- b)** Holders of a foreign higher academic degree, conferred following a 1st cycle of studies organized according to the principles of Bologna by a State adhering to the process;
- c)** Holders of a foreign higher academic degree that is recognized as fulfilling the objectives of the degree of licenciado, by the Scientific Council of the ESAP;
- d)** Holders of a school, scientific or professional curriculum, which is recognized as attesting to the ability to carry out the Graduate Program, by the Scientific Council of ESAP.

SERIATION CRITERIA

Candidates who meet the academic and curricular conditions stated in the 'Application Conditions', will be selected and listed, considering the following criteria:

a) Academic Curriculum:

I) Bachelor degree ranking;

II) Bachelor degree, preferably in the following fields: Cinema, Television, Audiovisual, Design, Photography, Visual Arts, Marketing, and other relevant fields, such as: Theatre, Visual Arts, Art History, Communication Science, Geography, Economics, Management, Educational Science, Planning, Cultural Animation, and Production.

b) Scientific Curriculum

c) Professional Curriculum

d) Possible interview as complementary criterion

Densification of evaluation criteria:

1. The curricular analysis (AC) will be made considering the following parameters:

→ **Academic Curriculum (CA)** – considering the academic qualifications required in the following terms:

- I) with a final bachelor degree (or equivalent) grade: 10-13 points 12 points
- II) with a final bachelor degree (or equivalent) grade: 14-16 points 15 points
- III) with a final bachelor degree (or equivalent) grade: 17-20 points 18 points

→ **Scientific Curriculum (CC)** – weighing on a scale of 0-20 points, the candidate's participation in congresses, seminars, research projects, number of published articles, awards and similar elements, provided that they are activities in the scientific area of the study cycle in question, in the following terms:

- I) Curriculum with very low relevance 10 points
- II) Curriculum with low relevance 12 points
- III) Relevant curriculum 14 points
- IV) Highly relevant curriculum 16 points
- V) Exceptionally relevant curriculum 18 points

→ **Professional Curriculum (CP)** – considering, on a scale of 0 to 20 points, the duration and nature of the professional functions performed, provided that they are held by an employment contract or in an independent work regime, in the scientific area of the study cycle in question, in the following terms:

- I) Curriculum with very low relevance 10 points
- II) Curriculum with low relevance 12 points
- III) Relevant curriculum 14 points
- IV) Highly relevant curriculum 16 points
- V) Exceptionally relevant curriculum 18 points

2. In addition to the curricular assessment, a possible individual interview (EI) may be carried out whenever the assessment of the academic, scientific, and professional curriculum is not sufficiently

distinctive from the ranking of the different candidates, considering for this purpose the following skills and abilities:

- I) Ability to express oneself and critically reflect
- II) Motivation to attend the Postgraduate studies

The classification of each candidate will result from the arithmetic mean of the scores assigned on a scale of 0 to 20 points for each of the two appreciation factors I) and II).

3. The final classification will be scored by applying the following formula, on a scale from 0 to 20 points: $AC = (CA * X + CC + CP) / 3$.

Being:

- AC = Curricular analysis
- CA = Academic Curriculum
- CC = Scientific Curriculum
- CP = Professional Curriculum

X's weighting factor assumes one of the following:

- X = 1.3 for candidates with a degree in the areas of Cinema, Television and Audiovisual
- X = 1.0 for candidates with a degree in other areas considered suitable

4. If it is necessary to conduct an individual interview (EI), the final classification formula is adapted, in the following terms: $CF = (AC + EI) / 2$, where:

- CF = Final classification
- AC = Curricular analysis (Academic + scientific + professional curriculum)
- EI = Individual interview

The scores resulting from the calculation of the averages will be expressed up to the hundredths, by rounding, in each selection method and also in the final classification, by defect or by excess, depending on whether the value of the thousandths is less than or greater than or equal to five.

DEADLINES

1st PHASE

Applications	March 24 to May 30, 2025
Documents Delivery	until May 30, 2025
Affixation of the provisory seriation list.....	June 18, 2025
Complaints.....	June 18 and 19, 2025
Affixation of the final seriation list.....	June 20, 2025
Enrollment.....	June 23 to July 4, 2025

2nd PHASE (if vacancies are available)

Applications	June 9 to August 29, 2025
Affixation of the provisory seriation list.....	September 10, 2025
Complaints	September 11 and 12, 2025
Affixation of the final seriation list.....	September 15, 2025
Enrollment.....	September 16 to 22, 2025

3rd PHASE (if vacancies are available)

If there are vacancies remaining after the 2nd phase, ESAP may make vacancies available for a 3rd phase, with deadlines to be defined.

All selection processes and enrollments must be completed by October 3, 2025.

VACANCIES

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DOCUMENTS

1. Application form (<http://candidaturas.esap.pt/>);
2. ID Card or Passport (for legal purposes);
3. Certificate of academic qualifications (copy collated by ESAP's services) and diploma supplement (if applicable);
4. Detailed Curriculum Vitae.

Notice: The documents mentioned in nº 3, in case it isn't issued in Portuguese, English, French or Spanish, must always be translated by a certified translator and authenticated by the Embassy or Portuguese Consulate of the degree's home country or by Hague's Convention Apostille.

PRICES

Consult ESAP's Tuition and School Fees in: <https://cesap.pt/>.

INFORMATION

Reading this page does not exempt you from consulting [Postgraduate Advertising Regulations](#) available on the ESAP website.