

CTESP | CURSO TÉCNICO SUPERIOR PROFISSIONAL



Direction

ANTÓNIO CARRUSCA PIMENTA DE BRITO

Number of Semesters

4

ECTS

120

About

The aim of the Commercial Management department/area in companies is precisely to increase the quality of results and increase competitiveness. In this scenario, the position of Sales and Commercial Manager is increasingly important in the business world, and is the 5th most sought-after profile on the market. According to the çLabor Market Guide 2018ç (HAYS), the

world's leading group for specialized recruitment of qualified professionals, and reinforced by other studies in the analysis of this study, ¿ The demand for salespeople will be driven by the increase in exports. Companies feel the need to open up new sales channels and expand their international presence and, to do this, they need excellent sales people, preferably with knowledge of languages such as English.¿ Mindful of this concern, and within the context of the Lisbon region, the Polytechnic Institute of Lusophony is seeking to reinforce this market need by offering the Higher Professional Technical Course in Sales and Commercial Management.

Course Plan

Course Structure

1º Ano / No Branch

[Cost Analysis and Control](#) 5 ECTS | [Economics](#) 5 ECTS | [English](#) 5 ECTS | [Information and Communication Technologies](#) 5 ECTS | [Portuguese Language](#) 5 ECTS | [Quantitative Methods](#) 5 ECTS | [Commercial Management](#) 5 ECTS | [Consumer Behaviour](#) 5 ECTS | [Human Behaviour in Organizations](#) 5 ECTS | [Market Studies](#) 5 ECTS | [Marketing Principles](#) 5 ECTS | [Organization and Management](#) 5 ECTS |

2º Ano / No Branch

[Distribution and Development of Sales Locations](#) 5 ECTS | [E-commerce](#) 5 ECTS | [Market Law](#) 5 ECTS | [Marketing Communication](#) 5 ECTS | [Negotiation and Sales Techniques](#) 5 ECTS | [Sales Force Management](#) 5 ECTS | [Traineeship](#) 30 ECTS |