

## ESGHT 2025-2026 FIRST SEMESTER - Course Units with English Tutorial\*

Course Unit (in Portuguese)	Course Unit (name in English)	Course	Code	Year	ECTS	Places	Professor
Comunicação Integrada de Marketing	Integrated Marketing Communication	Marketing	15161094	2	5	5	Maria João Custódio
Informática	Information Technology	Marketing	15161082	1	5	5	Paula Serdeira
Marketing Desportivo	Sports Marketing	Marketing	15161111	3	5	5	Maria João Custódio
Marketing de Serviços	Services Marketing	Marketing	15161047	3	5	12	Célia Veiga
Simulação de Marketing	Marketing Simulation	Marketing	15161048	3	5	5	Carla Machado
Fundamentos de Marketing	Fundamentals of Marketing	Marketing	15161081	1	5	10	Margarida Santos
Técnicas Práticas Produtos e Serviços II	Techniques and Practices of Production and Services II	Hotel Management	14171194	2	5	4	Manuel Serra
Desenvolvimento Experiências Turísticas	Development of Tourism Experiences	Tourism	14161237	3	5	6	Maria João Custódio
Marketing de Organizações Turísticas	Marketing of Tourism Organizations	Tourism	14161229	2	5	12	Margarida Santos
Recursos Ambientais e Culturais	Environmental and Cultural Resources	Tourism	14161235	3	6	5	Fernando Perna
Contabilidade de Gestão Avançada	Advanced Management Accounting	Management (N)**	14191133	4	5	5	Fernando Marques
Dinâmicas do Sistema Turístico	Tourism System Dynamics	Masters in Tourism**	17841000	M1	5	6	Cláudia Almeida
Gestão Estratégica de Marketing	Strategic Marketing Management	Masters in Tourism**	17841004	M1	5	12	Rosária Pereira
Turismo e Administração	Tourism and Administration	Masters in Tourism**	17841001	M1	5	5	Ana Renda
Gestão Estratégica	Strategic Management	Masters in Hotel Man.**	16991000	M1	5	10	Manuel Geraldo

\*These course units are taught primarily in Portuguese but have **tutorial support in English** for Erasmus students and **course work / exams can be done in English**.

\*\* Course unit may be taught in the evenings

NOTE: For students who can study in Portuguese, please see the course plans for further options at <https://esght.ualg.pt/cursos>

## ESGHT 2025-2026 SECOND SEMESTER - Course Units with English Tutorial\*

Course Unit (in Portuguese)	Course Unit (name in English)	Course	Course Code	Year	ECTS	Places	Professor
Marketing Digital	Digital Marketing	Marketing	15161092	2	5	12	Francesco Berrettini
Marketing Relacional	Relational Marketing	Marketing	15161101	3	5	12	Magda Wikesjö
Alojamento Turístico	Tourism Accommodation	Tourism	14161232	2	6	5	Carimo Rassal
Marketing de Destinos Turísticos	Marketing of Tourist Destinations	Tourism	14161233	2	5	12	Célia Veiga
Organização e Promoção de Atividades Marítimo Turísticas	Organization and Promotion of Maritime Tourism Activities	Tourism	14161255	3	5	5	Fernando Perna
Transportes Acessibilidades em Turismo	Transports and Accessibilities in Tourism	Tourism	14161234	2	6	10	Cláudia Almeida
Turismo de Golfe	Golf Tourism	Tourism	14161242	3	5	5	David Martins
Gastronomia e Enologia	Gastronomy and Enology	Hotel Management	14171198	2	5	5	Manuel Serra
Contabilidade de Gestão Apl. Hotelaria	Hospitality Management Accounting	Hotel Management	14171169	3	5	5	Ana Rita Faria
Técnicas Práticas Produtos e Serviços I	Techniques and Practices of Production and Services I	Hotel Management	14171185	1	5	4	Manuel Serra
Empreendedorismo e Inovação	Entrepreneurship and Innovation	Management	14181168	3	5	5	Ana Cristina Pego
Inovação em Turismo	Innovation in Tourism	Masters in Tourism**	17841006	M1	5	6	Margarida Santos
Marketing de Experiências	Marketing of Experiences	Masters in Tourism	17841010	M1	5	12	Magda Wikesjö
Turismo e Ciências Sociais	Tourism and Social Sciences	Masters in Tourism**	17841002	M1	5	5	João Martins

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## ESGHT 2025-2026 FIRST SEMESTER - Languages Course Units

Course Unit (name in Portuguese)	Course Unit	Course	Code	Year	ECTS	Places
Inglês para Gestão	English I for Management (Annual- can only be taken by students staying for 2 semesters)	Management	14181085	1	8	5
Inglês I para Turismo	English I for Tourism	Tourism	14161259	1	4	5
Inglês III para Turismo	English III for Tourism	Tourism	14161143	2	4	5
Inglês V para Turismo	English V for Tourism	Tourism	14161274	3	4	5
Inglês I para Hotelaria	English I for Hospitality	Hotel Management	14171176	1	5	5
Inglês III para Hotelaria	English III for Hospitality	Hotel Management	14171188	2	5	5
Inglês para Marketing I	English for Marketing I	Marketing	15161077	1	5	5
Espanhol I para Hotelaria	Spanish I for Hospitality	Hotel Management	14171137	3	5	10

## ESGHT 2025-2026 SECOND SEMESTER - Languages Course Units

Course Unit (name in Portuguese)	Course Unit	Course	Code	Year	ECTS	Places
Inglês II para Turismo	English II for Tourism	Tourism	14161264	1	4	5
Inglês IV para Turismo	English IV for Tourism	Tourism	14161271	2	4	5
Inglês II para Hotelaria	English II for Hospitality	Hotel Management	14171184	1	5	5
Inglês IV para Hotelaria	English IV for Hospitality	Hotel Management	14171195	2	5	5
Inglês para Marketing II	English for Marketing II	Marketing	15161083	1	5	5
Oficina de Espanhol	Spanish Language Workshop	TeSP Executive Sec.	18091028	1	5	10