

# ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS





ESCOLA ABERJE  
DE **COMUNICAÇÃO**  
ONLINE



**ABERJE**  
DIGITAL

## ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS

A long-term online program (60 hours), with a broad view of Diversity in Organizations. It addresses theoretical and practical issues such as inclusion, unconscious biases, trends, planning, projects, crisis management, advertising, and communication.

Diversity is the key subject in the corporate environment, and an increasing number of organizations are approaching this theme. The content of the program complies with the demands of those seeking to update the topic and also those intending to start a new career in the area. It is possible to purchase the complete program or only specific classes in the program.



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## ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS

### **Class schedule:**

Class 1: Introduction - Diversity and Inclusion in Organizations

Class 2: Unconscious biases

Class 3: Gender, Masculinity, and Organizations

Class 4: LGBT and Organizations

Class 5: Race and Organizations

Class 6: People with Disabilities and Organizations

Class 7: Generations and Organizations

Class 8: Entrepreneurship and Diversity

Class 9: Advertising, Trends, and Crisis Management

Class 10: Diversity and Inclusion Planning in Organizations

Class 11: Communication of Diversity

## Coordination

### Ricardo Sales

Ricardo Sales is a communication and diversity consultant and researcher at the School of Communications and Arts at the University of São Paulo. He holds a master's degree from the same university, where he also is currently pursuing a PhD on Diversity Policies in Organizations. He specializes in the topics of Inclusion, Gender, Sexuality, and Unconscious Biases. Sales worked for clients such as Almap BBDO, Braskem, Ambev, Accor Hotels, Siemens, Bloomberg, KPMG, and others. Sales is part of the team that revolutionized the communication of beer brands in the country – he works for the Skol brand since 2016. He is also an advisor to the Itaú Diversity Committee and was once elected by Out & Equal the most influential professional in the subject of diversity in organizations. Sales is a speaker, professor, and member of the LGBT Committee of the Brazilian Association of Business Communication. He is also a founding member of the ECA/USP study group on Diversity and Interculturality.



# STUDENT PROFILE OF THE ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS - 2020



# ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS

## STUDENT PROFILE - 109 SUBSCRIBERS

### GENRE

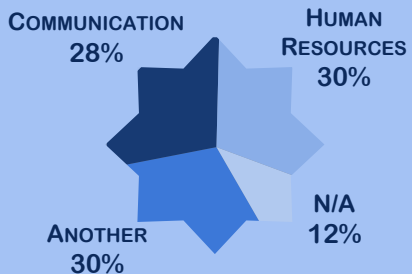


FEMALE  
**75%**

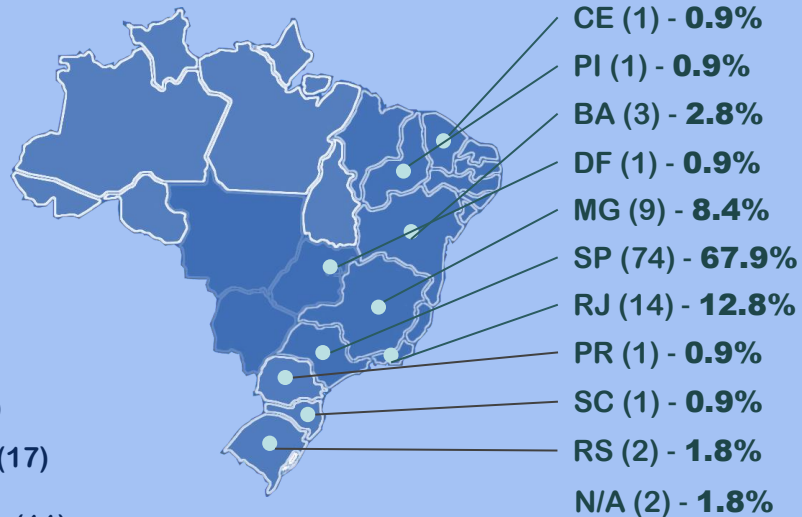


MALE  
**25%**

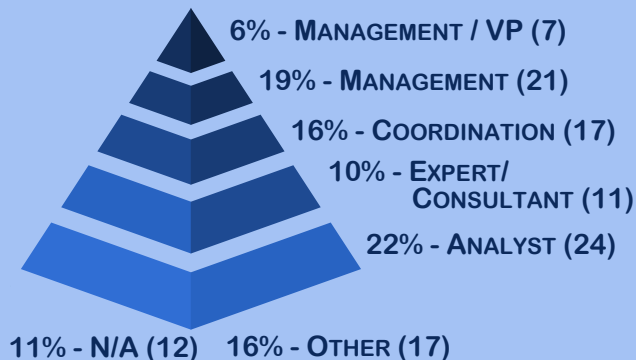
### AREA OF ACTIVITY



### LOCATION



### POSITION



# ADVANCED PROGRAM IN DIVERSITY IN ORGANIZATIONS

## STUDENT PROFILE - 109 SUBSCRIBERS

67

DISTINCT ORGANIZATIONS, WHICH DIFFER IN SIZE AND INDUSTRIES, ARE REPRESENTED BY THE STUDENTS, HIGHLIGHTING:

ORGANIZATION	STUDENTS
SUZANO	8
LATAM	5
NOVO NORDSK	5
NATURA	4
INTEL	4
SEGUROS UNIMED	3
UNIMED VR	3

45%

OF THE ORGANIZATIONS REPRESENTED ARE GLOBAL, OPERATING IN DIFFERENT PARTS OF THE WORLD.

### ABERJE ASSOCIATE



### RESPONSIBLE FOR PAYMENT

