

<p>POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA</p>	<h2>SUBJECT DESCRIPTION</h2>	<p>MODELO PED.013.03</p>
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<i>Course</i>	Master in Marketing and Communication					
<i>Subject</i>	Seminars/Project (Specialization Area: Marketing)					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	1st	<i>Study period</i>	2nd semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 168	Contact: 45	<i>ECTS</i>	6
<i>Professor(s)</i>	PhD Teresa Felgueira					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	PhD Amândio Baía					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

It is intended that the student:

- Share and discuss proposals and experiences with experts in the field. The topics covered, whenever possible, different subjects from those made available throughout the course, in order to complement the knowledge acquired in the curriculum units (CU);
- Enrich his curriculum with a broad base of knowledge and skills that allows him to understand issues in his real economic and social context;
- Improve his critical and analytical thinking skills on issues that are not covered by the course contents;
- Improve knowledge and skills in the main aspects related to the theory underlying the theme of Applied Project, Professional Internship or Dissertation he wants to develop.

2. PROGRAMME

- Thematic seminars (minimum of 4), having as speakers' experts of recognized national and/or international merit, in the different areas of specialization of the Master's course: marketing and communication.
- Sessions (methodology/orientation) to carry out the research project (Applied Project, Professional Training or Dissertation).

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The contents of the different thematic seminars (in the different areas of specialization of the Master's course) allow the sharing and discussion of experiences that complement the knowledge and skills acquired in the various CU of the course, enriching the student's curriculum. Thus, the seminars are planned on themes that students can explore and apply in the future applied project, professional

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internship or dissertation to be developed in the following semester, also giving the opportunity to develop their work proposal to be presented for the conclusion of the master. In the end, the student should be able, in an autonomous way, to be able to participate and develop their activity, namely in terms of scientific research.

4. MAIN BIBLIOGRAPHY

To be defined by the speaker of each seminar, according to the respective theme.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching Methodologies:

Expository method and collaborative work tools.

Assessment Methodologies:

Ongoing assessment – to obtain approval (10 points) at the CU, the student must participate in at least 3 of the 4 seminars and prepare, obligatorily, 3 reports. The student will only be able to prepare the reports of the seminars where he attended (attendance + report-70%) + presentation (oral and write) of the research project development report (applied project/professional internship/dissertation) (30%).

Final assessment – the student who has not been successful in the continuous assessment or has not performed it, is approved when the classification of the exam, presentation (oral and write) of the research project development report, is equal to or greater than 10 (ten) values.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Through the expository method, with the seminars it is intended that students contact professionals in the areas of marketing and communication, in order to visualize the application of theoretical themes and acquire more relevant and specific knowledge in terms of research, in order to develop proposals for applied projects, professional internship or dissertation.

Through collaborative work tools it is intended that students participate, in an interactive and proactive way, in the discussion of the topics covered, in order to develop the capacity for critical and analytical thinking.

7. ATTENDANCE

By ongoing assessment, the attendance to seminars by guest speakers and project preparation sessions is mandatory and according to a schedule to be agreed between professor(s) and students.

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8. CONTACTS AND OFFICE HOURS

		Office	Telephone	e-mail
Coordinator	Amândio Baía	41	VOIP 1241	baia@ipg.pt
Professor	Teresa Felgueira*	29	VOIP 1229	tfelgueira@ipg.pt

* Office Hours: Tuesday 9:30-12:30; or any other time to be schedule, preferably online (Join Zoom meeting: <https://videoconf-colibri.zoom.us/j/93693872996>)

DATE

15 de março de 2024

SIGNATURES

Professor

PhD *Teresa Felgueira*
 (signature)

Area/Group Coordinator

PhD *Amândio Baía*
 (signature)