

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Multimedia Communication					
Subject	Communication and Digital Marketing					
Academic year	2023/2024	Curricular year	2nd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 108	Contact: 52,5	ECTS	4
Professor(s)	Ana Catarina Gomes Fontainhas					
<input type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Joaquim Manuel Fernandes Brigas				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Understand the fundamentals of communication and digital marketing;
- Develop communication and digital marketing plans;
- Present products in the field of communication and digital marketing;
- Create content in the field of communication and digital marketing;

2. PROGRAMME

- Definition and historical evolution of marketing
- Fundamental shimming of digital marketing
- Remix: the marketing mix and the internet
- Communication in the digital age
- Communication and Digital Marketing: legal and ethical considerations
- Online consumer behavior
- Digital marketing tools and techniques: email marketing, search engine optimization (SEO), marketing automation, mobile marketing, online advertising
- Management of social networks
- Draw the online experience
- Metrics in communication and digital marketing
- The techniques and phases of the digital marketing and communication planning process

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

In a first phase of this UC, multimedia communication students are prepared for the new realities of the digital age, they propose to address the concepts of Marketing and Communication, making a clear distinction between them with regard to objectives and scope. Then, the most relevant digital instruments for the action of these two areas of knowledge are used so that the content produced by the Communication is consistent with the marketing management objectives.

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4. MAIN BIBLIOGRAPHY

- Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P. & Rodrigues, V. (2018). Mercator: o marketing na era digital (17.ª edição). Lisboa: D. Quixote.
- Bendle, N. T., Farris, P. W., Pfeifer, P. E. & Reibstein (2017). Grandes métricas do marketing: os principais indicadores que todo o gestor deve conhecer. Lisboa: Actual Editora.
- Botelho, T-B. & Dias, P. (2020). Smart marketing: como o mobile marketing está a mudar Portugal. Lisboa: Edições Sílabo.
- Carrera, F. (2018). Marketing digital na versão 2.0: o que não pode ignorar (4.ª edição). Lisboa: Edições Sílabo.
- Faustino, P. (2019). Marketing digital na prática. Barcarena: Marcador.
- Marques, V. (2018). Marketing Digital 360 (2.ª edição). Lisboa: Actual Editora.
- Novais de Paula, A., Zeferino, A., Carvalho, F., Gouveia, M., Faustino, P. & Coutinho, V. (2019). Marketing digital para empresas: guia prático para aumento das vendas na internet (2.ª edição). Lisboa: Perfil Criativo.
- Rez, R. (2018). Marketing de conteúdo: a moeda do século XXI. Lisboa: Marcador.
- Ryan, D. (2017). Understanding digital marketing: marketing strategies for engaging the digital generation (4.ª edição). Londres: Kogan Page.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The following methodology is based, in general, on the practical work of the students, carried out in classroom work environments, based on work documents provided by the teacher . The practical classes will be preceded by theoretical exhibitions on the activities to be developed. Tutorial guidance with resolution of practical exercises. Use of the Sigarra platform to make content available and follow up on the project.

The continuous evaluation results from the sum of the classification to be attributed to the project (50% of the final grade) to be delivered in the last week of classes of the curricular unit and regular presentation of chapters throughout the semester, with the classification obtained in the written frequency (30%) and that attributed to participation and attendance (20%).

In Ep. Normal, Appeal and Special Examination The student will carry out a theoretical written test (50%) and a practical work (to be carried out during the period of the test) (50%).

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Practical assessment can fully demonstrate how students understand and apply the knowledge taught. Thus, the evaluation will consist of the practical application of the content, implementing a communication and digital marketing strategy. The classes seek to establish an approximate contact with reality by fostering the spirit of discussion and debate of ideas.

7. ATTENDANCE

Attendance contributes with a weighting of 20% (4 points) to the final grade, which is penalized by approximately 0.13 points for each absence, with the exception of students covered by specific legislation. Absences with legal justification will be excluded

8. CONTACTS AND OFFICE HOURS

Ana Fontainhas – anafontainhas@ipg.pt – Cabinet 1.5

Tuesday - 11.00 - 13.00

Tuesday – 14.00 - 16.00

DATE

7 de março de 2024