

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
--	----------------------------	-----------------------------

Course	Communication and Public Relations					
Subject	Statistics for Communication					
Academic year	2023/2024	Curricular year	1st	Study period	1st	
Type of subject	Compulsory	Student workload (H)	Total: 108	Contact: 52,5	ECTS	5
Professor(s)	José Miguel Rodrigues Teixeira Salgado					
☒ Area/Group Coordinator ☐ Head of Department		(select)	José Miguel Rodrigues Teixeira Salgado			

PLANNED SD

1. LEARNING OBJECTIVES

- To understand the concepts and basic principles of statistics and probabilities;
- To understand the methods and techniques of data analysis;
- To apply and resume the concepts and techniques worked out in classes;

2. PROGRAMME

Chapter 1 – Introduction to Statistics

Concepts and basic principles of statistics: population and samples.

Descriptive and Inductive statistics

Data classification

Formal methods of sampling

Frequency distribution: tables and graphical representations

Bidimensional distributions

Chapter 2 – Central tendency measures

Mean, Median and Mode

Chapter 3 – Dispersion, asymmetry, kurtosis and concentration measures

Chapter 4 – Regression and Correlation

Linear models

Chapter 5 – Introduction to Probabilities

General concepts: random experiments, deterministic experiments, sample space and events

Law of large numbers

Frequencist definition of probability

Classical definition of probability: Laplace law

Probability axioms

Properties of probabilities

Conditional probabilities

Independence of events

Calculus of probabilities

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
--	----------------------------	-----------------------------

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

<i>Objective</i>	<i>Content</i>
To understand the concepts and basic principles of statistics and probabilities;	<i>Chapter 1 to 5</i>
To understand the methods and techniques of data analysis;	<i>Chapter 1 to 5</i>
To apply and resume the concepts and techniques worked out in classes;	<i>Chapter 1 to 5</i>

4. MAIN BIBLIOGRAPHY

- [1] Manso, J.R.P. (1996) – “Estatística Descritiva”, 2ªed. revista
- [2] Manso, J. R. Pires (1993) “Curso de Estatística”, edição do autor
- [3] Pedrosa, A., Gama, S. M. (2004). Introdução Computacional à Probabilidade e Estatística. P. Editora
- [4] Neves, M. (1999). “Probabilidade” Parte 1. Porto Editora
- [5] Neves, M. (1999). “Estatística” Parte 3. Porto Editora
- [6] Fonseca, J. e Torres, D. (2000). “Exercícios de Estatística”. Edições Sílabo.
- [7] Guimarães, R. e Cabral, J. (1997). Estatística. Lisboa: McGraw-Hill
- [8] Murteira, J. F. B. *et al* (2002). Introdução à Estatística. Lisboa: McGraw-Hill
- [9] Pestana, D. e Velosa, S. F. (2008). Introdução à probabilidade e à estatística. F. Calouste Gulbenkian
- [10] Robalo, A. (1994) “Estatística - exercícios” vol. 1 e vol. 2: Edições Sílabo
- [11] Reis, E; Melo, P.; Andrade, R. e Calapez, T. (1999) “Estatística Aplicada” vol. 1. Edições Sílabo
- [12] Reis, Elizabeth (1998) “Estatística Descritiva”, Ed. Sílabo
- [13] “Caderno de exercícios” disponibilizado pelo docente

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

There are two evaluation methods: continuous evaluation and final exam evaluation

Continuous evaluation: two written tests (80%) and one practical work (20%). Student will be approved if the final classification is higher or equal to 10;

Exam: not approved students in the continuous evaluation can submit to the normal exam or recourse exam. The student will be approved if his classification is higher or equal to 10.

Students obtaining a final classification higher than 16 must submit to an oral exam, otherwise they will keep the final classification of 16.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

<i>Objective</i>	<i>Content</i>
- To understand the concepts and basic principles of statistics and probabilities;	<i>Evaluation preparation and execution</i>
- To understand the methods and techniques of data analysis;	<i>Evaluation preparation and execution</i>

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
---	-----------------------------------	-------------------------------------

- To apply and resume the concepts and techniques worked out in classes;	<i>Evaluation preparation and execution</i>
---	--

7. ASSIDUITY

Late arrivals or leaving soon to/from the class will be marked as an absence.

8. CONTACTS AND ATTENDANCE

Docente: José Miguel Salgado

Email: miguelsal@ipg.pt

Gabinete: 45 (ESTG)

Attendance: 1h30m/week from the following schedule, monday (11h30-12h30 and 18h-19h), wednesday (17h-18h) and friday (11h30-12h30)

9. OTHERS

Nothing to notice about.

Date: 29/09/2023