

<b>POLI</b> ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.012.03
--	----------------------------	-----------------------------

<i>Course</i>	Communication and Public Relations					
<i>Subject</i>	Option C - Communication and Social Networks					
<i>Academic year</i>	2023-2024	<i>Curricular year</i>	2nd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Elective	<i>Student workload (H)</i>	Total: 135	Contact: 52,5	<i>ECTS</i>	5
<i>Professor(s)</i>	José Carlos de Almeida Alexandre					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	<i>(select)</i> Joaquim Manuel Fernandes Brigas					

## PLANNED SUBJECT DESCRIPTION

### 1. LEARNING OBJECTIVES

- Understand the challenges and opportunities of different social networks.
- Plan and execute communication strategies on social networks.
- Know tools for content production.
- Develop a critical attitude in the production of online content.
- Monitor the performance of social networks.

### 2. PROGRAMME

1. The media in the network society
2. The role of social networks in digital communication
3. Crisis management, monitoring, and online reputation management
4. Strategy on social media: objectives, target public, choice of social media platforms, digital influencers, content, resources, metrics, monitoring
5. Content production strategy on social media

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The objectives refer to the need for students to understand and deepen their knowledge of communication and social networks, being achieved through the different syllabus presented. It is intended to provide students with technical skills that allow them to plan and execute communication strategies on social networks, promote a critical spirit in the production of online content, and properly handle digital tools inherent in monitoring the performance of social networks.

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.012.03</p>
--	-----------------------------------	-------------------------------------

#### 4. MAIN BIBLIOGRAPHY

Atherton, J. (2019). *Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Engagement*. London: Kogan Page.

Baptista, D., & Costa, P. (2022). *Marketing digital: conteúdos vencedores*. Lisboa: Lidel.

Frier, S. (2020). *Sem filtro – Como o Instagram transformou os negócios, os influenciadores e a Sociedade*. Lisboa: Clube do Autor.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0*. Lisboa: Atual.

Marques, V. (2020). *Redes Sociais 360. Como comunicar online*. Lisboa: Actual.

Macarthy, A. (2019). *500 dicas de marketing nas redes sociais: estratégias essenciais para Facebook, Twitter, Instagram, Pinterest, LinkedIn, Youtube, Snapachat*. Lisboa: Editorial Presença.

Mendes, A. (2019). *Gestão de Redes Sociais para empresas*. Lisboa: Marcador

Raposo, M. (2020). *Profissão: Influencer: estratégias, táticas, melhores momentos para publicar, conquistar seguidores e criar engagement*. Lisboa: Manuscrito.

Rishi, B., & Bandyopadhyay, S. (Eds.). (2017). *Contemporary Issues in Social Media Marketing*. Oxon: Routledge.

Thomas, M. (2018). *The Financial Times Guide to Social Media Strategy: Boost your business, manage risk and develop your personal brand*. London: Pearson.

#### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Expository classes, tutorial guidance, debate, presentation of case studies, presentation, and discussion of group work.

Ongoing assessment - classification of an assignment (50%) + test (40%) + classroom participation (10%).

Exam – including students who did not reach a 10/20 in ongoing assessment.

#### 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The lectures to be taught aim to transmit fundamental concepts and contents in communication and social networks. The classes for solving exercises/problems and practical cases aim to consolidate knowledge and acquire technical skills aimed at producing content for social networks. The tutorial

<p>POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.012.03</p>
--	-----------------------------------	-------------------------------------

guidelines will allow you to track and monitor the progress of knowledge acquisition. The works are intended to consolidate the knowledge and skills acquired, making use of sources and a bibliography recommended by the teacher, who will also promote research autonomy.

## 7. ATTENDANCE

Students who do not attend 50% of the hours of classes taught will receive the mention of failing. However, absences with legal justification will be excepted.

## 8. CONTACTS AND OFFICE HOURS

Email: [jcalexandre@ipg.pt](mailto:jcalexandre@ipg.pt)

Office: 2.8

Office Hours: Monday - 10.30h to 13.00h and 14.30h to 16.00h.

**22 de setembro de 2023**

Professor

José Carlos de Almeida Alexandre

(Signature)

Area/Group Coordinator

Joaquim Manuel Fernandes Brigas

(Signature)