	<b>SUBJECT DESCRIPTION</b>	<b>MODELO PED.013.02</b>
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Course	Marketing and Communication				Academic year		2020-2021		
Subject	Seminars or Project					ECTS	6		
Type of course	Elective								
Year	1	Semester	2nd sem			Student Workload:			
Professor(s)	Joaquim Manuel Fernandes Brigas					Total	168	Contact	45
Coordinator	Joaquim Manuel Fernandes Brigas								

### Planned SD

## 1. LEARNING OBJECTIVES

Know the scope of the specialization areas of the course.

Acquire transversal and multidisciplinary skills.

Intervene and actively participate in the discussion of the topics presented.

Integrate knowledge acquired in the various curricular units.

## 2. PROGRAMME

Set of five thematic seminars relevant to the areas of specialization of the course, with the participation of personalities of recognized merit.

## 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES


We will try to choose current topics and with perspectives of becoming relevant, as well as with interest and usefulness in the academic and personal training of students.

## 4. MAIN BIBLIOGRAPHY

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

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The themes will be developed, in the form of seminars, through the ZOOM platform, with guest speakers, preferably involving a panel discussion.

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The continuous evaluation includes the elaboration of a portfolio with a summary of each of the assisted sessions (at least three) and a presentation of approximately 10 minutes of one of the topics covered.

If the student has not passed the continuous assessment or has not done it, he / she should, during the exam period, present and discuss one of the topics covered.

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

The holding of debates will allow this curricular unit to not only be expository, but also acquire a participatory nature, where the students' intervention is considered and discussed. This methodology will allow students to reflect on the topics covered, seeking to provide answers and adding knowledge.

## **7. ATTENDANCE**

Mandatory two-thirds of the participants (with the exception of students covered by specific legislation).

Will be except for absences with legal justification.

Communication, Advertising and Public Relations Area Coordinator

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(Professor Coordinator Joaquim Manuel Fernandes Brigas)