

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

**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.

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)