

POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.013.03
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Course	Marketing and Communication					
Subject	Seminars/Project					
Academic year	2021-2022	Curricular year	1st	Study period	2nd semester	
Type of subject	Elective	Student workload (H)	Total: 168	Contact: 45	ECTS	6
Professor(s)	Joaquim Manuel Fernandes Brigas					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Joaquim Manuel Fernandes Brigas				

PLANNED SUBJECT DESCRIPTION

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 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.

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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.

DATE

9 de março de 2022

SIGNATURES

Area Coordinator

 (Prof. Coordenador Joaquim Manuel Fernandes Brigas)

Professor

 (Prof. Coordenador Joaquim Manuel Fernandes Brigas)