

Course Unit	Digital Metrics & Analytics		Field of study	marketing and advertising	
	Post-Graduation in Digital Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	ECTS credits 2.0
Type	Semestral	Semester	1	Code	5068-787-1107-00-22
Workload (hours)	54	Contact hours	T -	TP -	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Vítor José Domingues Mendonça

Learning outcomes and competences
At the end of the course unit the learner is expected to be able to:

Prerequisites
Not applicable

Course contents

Course contents (extended version)

Recommended reading
1. Bendle, N. T., Farris, P. W., Pfeifer, P. E., & Reibstein, D. J. (2020). Marketing Metrics: The Manager's Guide to Measuring Marketing Performance. 4th Edition. Pearson. ISBN: 978-0136717133
2. Dhar, S., Thomson, S. (2023). A Marketer's Guide to Digital Advertising: Transparency, Metrics, and Money. 1st Edition. Kogan Page. ISBN: 978-1398609662

Teaching and learning methods

Assessment methods
- Distributed Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100%

Language of instruction
Portuguese

Electronic validation		
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08-07-2023	08-07-2023	10-07-2023