

Course Unit	E-mail & Marketing Automation		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	5068-787-1110-00-22
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)

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
 1. Know the fundamental concepts associated with Email Marketing
 2. Know the fundamental concepts associated with Landing Pages

Prerequisites

Before the course unit the learner is expected to be able to:
 Not applicable

Course contents

1. Email Marketing and Automation
2. Landing Pages

Course contents (extended version)

1. Email Marketing and Automation
 - Best Practices
 - Emails Responsive e Mobile
 - Marketing Automation
 - Testing and Optimization
 - Metrics
2. Landing Pages
 - Best Practices
 - Landing Pages Responsive e Mobile
 - Testing and Optimization
 - Metrics

Recommended reading

1. Ascensão, C. (2010). Google Marketing. Edições Silabo. ISBN 978-972-618-614-4
2. Kotler, P. (2017). Marketing 4. 0. Actual Editora. Lisboa. ISBN: 9789896942083
3. Marques, Vasco (2019). Marketing Digital de A a Z. Oficina de S. José. Braga. ISBN: 978-989-20-9542-4
4. Sendinblue (2023). Understanding Marketing Automation: The Complete Guide. ebook.

Teaching and learning methods

Presentation and debate of program contents and accomplishment of simulations.

Assessment methods

- Continuous Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100% (Email marketing campaign, landing page and platform comparison)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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06-04-2023	06-04-2023	06-04-2023