

Course Unit	Mobile Marketing	Field of study	Computer Sciences
	Post-Graduation in Digital Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	1
Type	Semestral	Semester	1
		Level	ECTS credits 1.0
		Code	5068-787-1112-00-22
Workload (hours)	27	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) Carlos Filipe Campos Rompante da Cunha

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Being able to use the power of mobile technologies to extract the value of mobility from consumers;
2. Define and apply marketing strategies for mobile platforms;
3. Know the installation and operation costs and measure the impact and value of this type of marketing;
4. Develop an integrated and omnichannel mobile marketing campaign;
5. Be able to define M-Marketing campaign objectives;
6. Be able to analyze the M-Marketing levers in the context of the mobility of things, people and devices.

Prerequisites

Before the course unit the learner is expected to be able to:
Knowledge of marketing fundamentals.

Course contents

The curricular unit deals with the acquisition of skills in the context of Mobile Marketing and the Mobile Market and the set of main strategies and technologies to take advantage of the context of mobility and the use of mobile devices, such as Location-based marketing, Mobile apps, Realidade Extended and Contextualization Mechanisms.

Course contents (extended version)

1. Mobile Marketing Context;
2. Mobile Market;
3. Mobile Payments & mCommerce;
4. Location-based marketing;
5. Mobile website, Mobile apps, Push notifications, SMS and MMS.
6. Response codes: QR code, Augmented reality, Virtual reality, GPS, NFC, etc;
7. Outcome Measurement and Case Studies.

Recommended reading

1. GHOSE, A. (2017). Tap: Unlocking the Mobile Economy. The MIT Press. ISBN: 978-0262036276
2. BERNEY, P. (2019). Mobile Marketing: Lessons from Global Brand Leaders on How to Make a Success of the Mobile Channel. Kogan Page Press. ISBN: 978-0749459505

Teaching and learning methods

Theoretical-practical classes where questions are raised and solutions are analyzed and presented, as well as classes organized into works, to be carried out in class and during the accompanied study space, in which it is intended to consolidate the theoretical concepts discussed.

Assessment methods

- Evaluation - (Regular, Student Worker) (Final, Special)
- Practical Work - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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17-07-2023	17-07-2023	17-07-2023