

Course Unit	Social Networking & Presentation	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
Type	Semestral	Semester	1
Workload (hours)	27	Contact hours	T - TP - PL - TC - S - E - OT - O -
		Level	ECTS credits 1.0
		Code	5068-787-1116-00-22

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) Ricardo Jorge Vieira Correia

#### Learning outcomes and competences

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

1. Understand the strategic management of relationships
2. Know and apply networking tools
3. Develop successful personal and professional presentation techniques

#### Prerequisites

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

#### Course contents

- 1 - Social Networking
- 2 - Presentation Design

#### Course contents (extended version)

1. Social Networking
  - Personal branding, social leverage and social score
  - Networking: concept and knowledge networks
  - Network rules
  - Instruments and practice
  - Social communication: humanizing and communicating in the 20th century. XXI
2. Presentation Design
  - Principles for a good presentation: what to do and what not to do
  - How to make a successful presentation in three steps
  - Rule of 10-20-30
  - Preparation of a successful personal pitch

#### Recommended reading

1. Carnegie, D., & Carnegie, D.. (2022). How to win friends & influence people (rev. ed.). Gallery Books. ISBN: 978-8189297817
2. Gerber, S., & Paugh, R.. (2018). Superconnector: Stop networking and start building Business relationships that matter. Da Capo Press. ISBN: 9780738219967
3. OCDE. (2022). Skills and Work. <https://www.oecd.org/employment/skills-and-work/>
4. Rego, A. (2016). Comunicação pessoal e organizacional. (4ªed.) Edições Sílabo. ISBN: 978-989-561-235-2

#### Teaching and learning methods

Presentation, debate and practical application of the issues taught.

#### Assessment methods

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

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

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02-07-2023	03-07-2023	03-07-2023