

Course Unit	Digital Marketing Applied to Tourism	Field of study	Informatics
Master in	Tourism Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 45, PL - , TC - , S - , E - , OT 6, O -
		Level	2-1
		ECTS credits	6.0
		Code	5048-586-1203-00-23

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) Elisabete da Anunciacao Paulo Morais

Learning outcomes and competences

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

1. Apply general knowledge of digital marketing
2. Develop and apply creative solutions to practical cases
3. Research, interpret and integrate different sources of information
4. Analyze problems in the digital marketing and propose viable solutions
5. Plan and manage contents for the web
6. Create digital pieces of communication using frameworks for web development
7. Plan and implement digital marketing campaigns through internet

Prerequisites

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

Course contents

eTourism: interaction between ICT's and Tourism. Digital Marketing. Implementation of digital marketing campaigns.

Course contents (extended version)

1. eTourism: interaction between ICT's and Tourism
 - Information and Communication Technologies
 - Impact of ICT's in Tourism
 - Tourism Management in the digital era
2. Digital Marketing
 - Introduction to Digital Marketing
 - Development of strategies for the internet
 - Social Media Marketing
 - E-mail Marketing
 - Mobile Marketing
 - 8Ps Digital Marketing
3. Implementation of digital marketing campaigns
 - Creation of contacts databases
 - Development of communication supports
 - Implementation of the campaigns and tests
 - Results Evaluation

Recommended reading

1. Adolfo, C. (2012). Os 8Ps do marketing digital. Alfragide: Texto Editores. ISBN: 978-972-47-4495-7
2. Ascensão, C. (2010). Google marketing. Lisboa: Edições Sílabo. ISBN: 978-972-61-861-44
3. Kotler, P. (2013). Marketing para o século XXI. Lisboa: Editorial Presença. ISBN: 978-972-23-2585-1
4. Marques, V. (2021). Marketing digital de A a Z. Braga: Digital 360. ISBN: 978-989-54958 0 1
5. Sarmento, E., Abranja N. & Carvalho R. (2022). Plano de Marketing e Marketing Digital na Hotelaria e Turismo. Lisboa: Lidel. ISBN: 978-989-752-686-2

Teaching and learning methods

The teaching/learning process includes lectures to explain the concepts and techniques. In the practical classes the class starts with a brief explanation of the objectives of the exercises to do during the class after which the students begin to solve the exercise in the computer.

Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
 - Reports and Guides - 40%
 - Projects - 40%
 - Case Studies - 20%
2. Final Assessment 1 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Reports and Guides - 40%
 - Projects - 40%
 - Case Studies - 20%
3. Final Assessment 2 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 40%
 - Reports and Guides - 40%
 - Final Written Exam - 20%
4. Incoming Students 1 - (Regular, Student Worker) (Final)
 - Case Studies - 20%
 - Practical Work - 40%
 - Reports and Guides - 40%
5. Incoming Students 2 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Reports and Guides - 50%
 - Practical Work - 50%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elisabete da Anunciacao Paulo Morais	Ricardo Alexandre Fontes Correia	Anabela Neves Alves de Pinho	Luisa Margarida Barata Lopes
27-02-2024	08-03-2024	08-03-2024	12-03-2024