

Course Unit	Computing Applied to Marketing		Field of study	Informatics	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-1102-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	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) Maria da Gloria Rosas Fraga

Learning outcomes and competences

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

1. Use different office software, namely slideshow presenters, word processors, spreadsheets, email clients and collaborative tools.
2. Use information networks to share resources and search for information.
3. Be able to access, use and manage information in his working place, embedding different software tools.
4. Be able to apply to the ECDL - European Computer Driving Licence.
5. Acquire an overview of capacities and constrains of technologies and tools in the ICTs area.

Prerequisites

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

Course contents

General notions about computer systems. Windows operating system. Internet and e-mail. Office and collaborative tools: slideshow planning and presenter, word processor and spreadsheet.

Course contents (extended version)

1. Computer systems.
2. Windows operating system.
 - Tasks management and organization of information. Compress files. Settings.
3. Information and communication.
 - The internet. Web browsers. Search engines. The e-mail. Configuring IPB webmail and e-mail client.
4. Office tools. Using office tools: slideshow presenter, word processor and spreadsheet.
 - Storyboarding. Global models, squemmas and structure. Objects. Transitions and animations. Links.
 - Automatic fields. Styles. Creating indexes. Mailings. Templates. References. Documents Review.
 - Data formatting. Formulas. Functions. References. Graphics. Series. Filter. Dinamic tables. Macros.
5. Collaborative tools. Import and export data.

Recommended reading

1. Costa, N., & Capela Marques, P. (2013). Fundamental do word 2013. Lisboa: FCA - Editora de Informática Lda. . ISBN: 978-972-722-780-8.
2. Loureiro, H. (2014). Excel 2013: Macros & VBA - Curso completo. Lisboa: FCA - Editora de Informática Lda. . ISBN: 978-972-722-777-8.
3. Manzano, A. (2013). Estudo Dirigido de Microsoft PowerPoint 2013, Editora Erica, ISBN: 978-85-365-0475-9
4. Sousa, S. (2010). Tecnologias de informação: O que são? Para que servem? (6ª ed. atualizada). Lisboa: FCA - Editora de Informática Lda. . ISBN: 978-972-722-649-8.

Teaching and learning methods

Written and oral exposure of course contents; Motivate student's participation in the discussion of the mentioned contents; Presentation of examples and counter-examples; Explained resolution of examples and counter-examples; Proposals of exercises; Provide help to solve exercises; Complementary exercises are given to be solved outside the classes.

Assessment methods

1. Final evaluation - (Regular) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Practical exam. Minimum 40% spreadsheet. Mandatory pre-registration. Mandatory attendance 80% class)
2. Exchange students - (Regular) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Practical exam. Minimum grade of 40% in the spreadsheet group. Mandatory pre-registration for exam)
3. Final evaluation - (Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Practical exam. Minimum grade of 40% in the spreadsheet group. Mandatory pre-registration for exam.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Maria da Gloria Rosas Fraga	Luisa Margarida Barata Lopes	Anabela Neves Alves de Pinho	Sonia Paula da Silva Nogueira
17-11-2023	18-11-2023	19-11-2023	25-01-2024