

Course Unit	Digital Marketing	Field of study	Audiovisuals
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	9205-714-3104-00-23		
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)

Learning outcomes and competences

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

1. Understand the new context, the challenges, benefits and risks associated with a digital strategy of the organization in local and global markets.
2. Know the basics of e-commerce and e-business and deploying an Internet business.
3. Know and apply the concepts, techniques, marketing strategies in the digital environment, through the identification of best practices.
4. Know and use the tools, services and other technological tools in the context of supporting the implementation of Internet marketing initiatives.
5. Develop skills to perform the different phases of a digital marketing plan.

Prerequisites

Before the course unit the learner is expected to be able to:

1. Advanced computer literacy skills in the user perspective.
2. Foundational knowledge of marketing theory and practice.

Course contents

Digital era, E-Commerce and E-Business, Digital Marketing topics, Digital marketing plan.

Course contents (extended version)

1. Digital era
 - User context
 - IT evolution: past, present and future
 - Tools, channels and access devices
 - Digital era concepts to marketer
2. E-Commerce and E-Business
 - Environment
 - Types of e-commerce
 - Concepts involved in electronic commerce
 - Issues associated with the implementation of an internet business
3. Digital marketing topics
 - Search engine marketing
 - Content marketing
 - Social media marketing
 - E-mail marketing
 - Mobile marketing
 - Advertising
 - Affiliate Marketing
 - Monitoring and web analytics
 - Local Marketing
4. Digital marketing plan
 - Design
 - Implementation
 - Monitoring
 - Evaluation

Recommended reading

1. Carrera, F. (2022) - Marketing Digital na Versão 2. 0. Edições Sílabo. ISBN 9789895612147
2. Adolpho, C. (2012) - Os 8 P's do Marketing Digital. Lisboa: Texto Editores. ISBN: 9789724744957
3. Laudon, K. e Traver, C. (2010). E-Commerce, Business, Technology, Society. Editora Prentice Hall. New York. ISBN: 9780131735163
4. Kotler, P. (2017). Marketing 4. 0. Actual Editora. Lisboa. ISBN: 9789896942083
5. Marques, Vasco (2018). Marketing Digital 360. Actual Editora. ISBN: 9789896942946

Teaching and learning methods

Classes have a theoretical and practical nature with active participation of students in the presentation of topics and respective discussion and use of IT tools. In non-contact hours, students are encouraged to maximize self-learning and continuously knowledge construction by preparing presentations and the development of a digital marketing plan.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 50% (The minimum score is 7 points.)
 - Portfolio - 25% (Get certified by Google - Principles of digital marketing.)
 - Practical Work - 25% (Design and implement a personal digital marketing plan (individual) and other tasks (group).)
2. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 75% (Design and implement a personal digital marketing plan)
 - Portfolio - 25% (Get certified by Google - Principles of digital marketing.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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16-11-2023	16-11-2023	17-11-2023	17-11-2023