

Course Unit	Organizational Communication	Field of study	Marketing and Advertising
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	2
Level	1-2	ECTS credits	3.0
Code	9213-656-2103-00-23		
Workload (hours)	81	Contact hours	T - , TP 30 , 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) Ana Sofia Montenegro Goncalves Coelho

Learning outcomes and competences

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

1. Understand, relate and apply marketing fundamental concepts
2. Distinguish types of communication (internal, institutional and commercial) and their operation modes
3. Understand and apply internal communication skills
4. Understand and apply institutional communication skills
5. Distinguish communication mix tools and their role in marketing communication strategy

Prerequisites

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

Course contents

1. Marketing fundamentals
2. Introduction to communication
3. Internal communication
4. Institutional communication

Course contents (extended version)

1. Marketing fundamentals
2. Introduction to communication
 - Types of communication
 - Matrix of communication
 - Model of communication
3. Internal communication
 - Concepts, advantages, factors and functions
 - The internal communication media: tools and means
 - Flaws and problems of communication
 - The internal communication plan
4. Institutional communication
 - Institutional identity
 - Institutional image
 - The institutional communication media

Recommended reading

1. Almeida, V. (2003). A comunicação interna na empresa. Lisboa: Áreas editora. ISBN: 978-9728472436.
2. Ferreira, B. , Marques, H. e outros (2015). Fundamentos de Marketing. 3ª Edição. Lisboa: Edições Sílabo. ISBN: 978-972-618-812-4.
3. Lendrevie, J. , Baynast, A. , Dionísio, P. & Rodrigues, J. (2010). Publicitor – comunicação 360o online offline (7a Ed). Lisboa: Publicações D. Quixote. ISBN: 978-972-20-4329-8.
4. Kotler, P. , & Keller, K. (2016). Marketing Management (15th Ed). NY: Pearson. ISBN: 978-93-325-5718-5.
5. Rego, A. (2016). Comunicação Pessoal e Organizacional. 4a Edição. Lisboa: Edições Sílabo. ISBN: 9789726188520.

Teaching and learning methods

Inside class: theoretical and practice components with exposition of concepts, debates, team work and case studies. Outside class: oriented tasks, text readings, research and projects.

Assessment methods

1. Continuous Evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 35% (Minimum grade: 7)
 - Practical Work - 55% (Group work: Communication plan- Work concluded in different phases.)
 - Work Discussion - 10% (other work done in the classroom.)
2. Final written exam - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Written examination covering all chapters of the course unit.)
3. Exchange Students (Incoming) - (Regular) (Final, Supplementary)
 - Final Written Exam - 100% (Continuous evaluation can be the alternative chosen by incoming students.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ana Sofia Montenegro Goncalves Coelho	Ana Lucia Jesus Pinto	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
05-03-2024	03-05-2024	03-05-2024	08-05-2024