ipb
INSTITUTO POLITÉCNICO
DE BRAGANÇA

Course Unit	Content Management Systems		Field of study	Audiovisuals and Media Production	
Bachelor in	Multimedia		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3	ECTS credits	3.0
Type	Semestral	Semester	1	Code	9213-656-3106-00-23	

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)	Vítor José Domingues Mendonça

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the Content Management process;
2. Know the main Content Management Tools available in the market, and in particular open source tools;
3. Use Content Management System;
4. Domain of strategies at content management in social networks.

Prerequisites

Before the course unit the learner is expected to be able to:
computer knowledge.

Course contents

- Acquire skills at the Level of Content Management. - Mastering IT tools for Content Management, regardless of its nature and / or concept. - Skills in Digital Marketing tools that focus on social networks.

Course contents (extended version)

1. Fundamentals of content management.
2. Digital marketing.
3. Content Management System.
4. Types of Content Management Systems.
   - Generalists
   - E-commerce
   - Blogs
   - Discussion Forums
5. Open Source Content Management System
6. Front-end and back-end interfaces
7. Functionalities
8. Profile management
9. Themes
10. Content Management in Social Networks.

Recommended reading

1. Abbott, N. , Jones, R. (2016). Learning Drupal 8. Packt publishing Ltd. ISBN: 978-1782168751
2. Barker, D. (2016). Web Content Management: Systems, features and best pratices. O´Reilly Media, Inc. ISBN: 978-1491908129
3. Manfield, A. (2017). Prestashop MVC developer guide. Leva web. ISBN: 978-1326399115
4. Miller, M. (2010). The ultimate Web Marketing Guide. Pearson Education, Inc. ISBN: 978-0789741004
5. Williaws, B. , Damstra, D. , Stern, H. (2015). Professional Wordpress: Design and Development. 3rd Edition. John Wiley & Sons, Inc. ISBN: 978-1118987247

Teaching and learning methods

Contact hours: Explanation of concepts, conducting practical exercises to apply the concepts, and support for group work. Non-contact hours: Exercises, research work and development of a multimedia project.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
   - Projects - 50% (Develop a multimedia project. (Evaluation Minimum mark>= 7/20).)
   - Development Topics - 25% (Individual / group work (Evaluation Minimum mark>= 7/20).)
   - Laboratory Work - 25% (Evaluation continues: assiduousness and student engagement in solving the proposed exercises.)
2. student worker - (Student Worker) (Final, Supplementary, Special)
   - Projects - 50%
   - Development Topics - 25%
   - Case Studies - 25%
3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
   - Projects - 100% (Develop a multimedia product using a CMS or a digital platform.)

Language of instruction

Portuguese

Electronic validation

Vítor José Domingues Mendonça	Ana Lucia Jesus Pinto	Anabela Neves Alves de Pinho	Luisa Margarida Barata Lopes
13-10-2023	13-10-2023	13-10-2023	16-10-2023