

Course Unit	Option VI - Marketing and Communication	Field of study	Several
Bachelor in	Languages for International Relations	School	School of Education
Academic Year	2021/2022	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	6.0
Code	8374-626-3203-06-21		
Workload (hours)	162	Contact hours	T - TP 54 PL - TC - S - E - OT 18 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) Ricardo Alexandre Fontes Correia, Elsa da Encarnação Gonçalves Tavares Esteves

#### Learning outcomes and competences

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

1. Provide the conceptual framework of marketing communication in the operational and strategic level.
2. Clarify the specifics of communication in the international markets.
3. Transfer the necessary knowledge for the development of communication policies.
4. Understand the current dynamics of communication.

#### Prerequisites

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

#### Course contents

1. Communication and marketing; 2. Design of international communication strategies; 3. Communication of tourism products and destinations; 4. New forms of communication.

#### Course contents (extended version)

1. Communication and marketing
  - Communication: scope and objectives
  - Some models and theories of communication
  - The Politics of Communication
  - Communication on services and products
2. Design of international communication strategies
  - Identification of the target audience
  - Determination of communication objectives
  - Drawing the message
  - Selection of communication channels
  - Budget
  - Mix of communication
  - Control
3. Communication of tourism products and destinations
  - Objectives
  - The main processes of communication
  - Communication Development programs
  - Control
4. New forms of communication
  - Evolution of Traditional Media Communication
  - The Internet as the main way of selling products and services
  - Content and Web Advertising Strategies

#### Recommended reading

1. Brito, C. , & Lencastre, P. (2014). *Novos Horizontes do Marketing*. Lisboa: Publicações Dom Quixote. ISBN: 978-972-20-5408-9.
2. Guffey, M. , & Loewy, D. (2014). *Business Communication: Process & Product*, South-Western Publishing Co. ISBN: 978-1285094083.
3. Lendrevie, J. , Baynast, A. , Dionísio, P. , & Rodrigues, J. V. (2010). *Publicitor – Comunicação 360º*. 7.ª Edição. Alfragide: Publicações Dom Quixote. ISBN: 978-972-20-4329-8.
4. Oliveira, C. M. (2017). *O Marketing em Portugal – Dos Anos 60 ao Futuro*. Prime Books – Sociedade Editorial, Lda. ISBN: 978-989-655-338-8.
5. Silva, S. C. , Pinho, J. C. , & Meneses, R. (2018). *Marketing Internacional – Negócios à escala global*. Atual Editora. ISBN: 978-989-694-274-8.

#### Teaching and learning methods

Expository and practical lessons of the syllabus content. Methods involving active participation of students with case studies and exploration papers analyses.

#### Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final)
  - Practical Work - 60% (Two practical written projects/papers, with a weighting of 30% each.)
  - Intermediate Written Test - 40% (Conducting a written test to focus on the contents of the curricular unit.)
2. Final Assessment - (Regular, Student Worker) (Supplementary)
  - Final Written Exam - 100%
3. Erasmus students - Incoming students - (Regular) (Final, Supplementary)
  - Practical Work - 100% (Two practical written projects/papers, with a weighting of 50% each.)
4. Erasmus students - Outgoing students - (Regular) (Final, Supplementary)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Ricardo Alexandre Fontes Correia	Pedro Alexandre Oliveira Couceiro	Carla Sofia Lima Barreira Araujo	Carlos Manuel Costa Teixeira
24-01-2022	26-01-2022	26-01-2022	26-01-2022