

Course Unit	-	Field of study	-
	-	School	School of Technology and Management
Academic Year	2022/2023	Year of study	1
Type	Semestral	Semester	1
Level		ECTS credits	2.0
Code	5063-749-1106-00-22		
Workload (hours)	54	Contact hours	<div>T -</div> <div>TP -</div> <div>PL -</div> <div>TC -</div> <div>S -</div> <div>E -</div> <div>OT -</div> <div>O -</div>

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) Isabel Maria Lopes

Learning outcomes and competences

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

1. Understanding the Digital Economy
2. Understanding digital transformation in agribusiness
3. Identify business models in digital markets
4. Understand Analytics and Artificial Intelligence
5. Understand the benefits of digital marketing

Prerequisites

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

Course contents

The digital economy has played a significant role in the agribusiness sector, bringing innovation, efficiency and growth opportunities. Digital transformation in agribusiness, business models in digital markets, analytics and artificial intelligence and digital marketing are themes that need to be emphasized.

Course contents (extended version)

1. Digital transformation in agribusiness:
 - Connectivity and IoT (Internet of Things)
 - E-commerce platforms
 - Big data and data analysis
 - Precision agriculture
 - Blockchain and traceability
2. Business models in digital markets:
 - E-commerce of agricultural products
 - Agricultural marketplaces
 - Logistics and distribution platforms
 - Agrotech
 - Online consulting services
3. Analytics and artificial intelligence:
 - Harvest forecast
 - Monitoring crops and plant health
 - Optimization of fertilizer use
 - Herd and livestock management
 - Trade and logistics
4. Digital Marketing:
 - Trends in digital marketing
 - Content marketing
 - CRM (Customer Relationship Management) systems
 - Digital marketing tools
 - Organization of a multichannel marketing campaign
 - Marketing Datasets

Recommended reading

1. Rodrigues, T. (2023). Tecnologia e IA na Agricultura: Avanços, Impacto e Oportunidade, Kindle Edition.
2. Cortez, R. (2022). Aprenda a vender com Marketing Digital, Ego Editora
3. Faustino, V. (2019). Marketing Digital na prática, Edições Marcador.
4. Marques, V. (2022). Marketing Digital da A a Z, 3ª edição, Digital 360.

Teaching and learning methods

The Curricular Unit will be taught using lectures and practical work within the topics addressed.

Assessment methods

- Final and Appeal - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100%

Language of instruction

Portuguese

Electronic validation

Isabel Maria Lopes	António Borges Fernandes	José Carlos Rufino Amaro
19-06-2023	21-06-2023	21-06-2023