

Course Unit	Advertising		Field of study	marketing and advertising	
	Post-Graduation in Digital Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	ECTS credits 1.0
Type	Semestral	Semester	1	Code	5068-787-1101-00-22
Workload (hours)	27	Contact hours	T -	TP -	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) Ricardo Jorge Vieira Correia

#### Learning outcomes and competences

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

1. Know the potential of online advertising.
2. Know ad formats, payment models and types of ads available on different platforms.
3. Apply optimized strategies in creating and executing campaigns.
4. Plan, create and execute online campaigns step by step.

#### Prerequisites

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

#### Course contents

- 1 - Concepts of online advertising
- 2 - Advertising plan
- 3 - Channels, Ad types, Ad formats
- 4 - Creation, analysis and optimization of ads in Google Ads

#### Course contents (extended version)

1. Concepts of online advertising
2. Advertising plan
3. Channels, Ad Types, Ad Formats
4. Creation, analysis and optimization of ads in Google Ads

#### Recommended reading

1. Geddes, B. (2014). Advanced Google Adwords (3rd ed.). Indianapolis: Wiley. ISBN: 978-1118819562
2. Gildner, A. (2019). The Beginner's Guide To Google Ads. New York: Baltika Press. ISBN: 978-1733794808
3. Kim, C. M. (2016). Social Media Campaigns: Strategies for Public Relations and Marketing. New York: Routledge. ISBN: 978-1138948600
4. Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. London: Kogan Page. ISBN: 978-0749484224

#### Teaching and learning methods

Presentation, debate and practical application of the issues taught.

#### Assessment methods

- Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Practical Work - 100% ((Practical work, individually or in group.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

Ricardo Jorge Vieira Correia	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
30-06-2023	30-06-2023	30-06-2023