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Course Unit	Presentation and Seminars		Field of study	marketing and advertising
Classification	Post-Graduation in Digital Marketing		School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	1	Level	2-1	ECTS credits	1.0
Type	Semestral	Semester	1	Code	5068-787-1102-00-22

| 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. Identify and understand the new digital marketing paradigms;
2. Apply the digital marketing techniques to different contexts and sectors;
3. Recognize, understand and apply the most recent trends of the digital marketing.

Prerequisites

Before the course unit the learner is expected to be able to:
Identify and articulate several concepts of marketing.

Course contents

Organization of seminars/workshops in the field of Digital Marketing.

Course contents (extended version)

1. Organization of a set of seminars presented by guest speakers.
2. The seminars include debates with students, general academic community and other interested people.

Recommended reading

Documentos de referência usados/discutidos nos seminários (a definir pelos respetivos oradores).

Teaching and learning methods

The UC will have the collaboration of guest lectures, aiming to raise the discussion of issues in the Digital Marketing field that can contribute to a better integration into the labor market. It will work in lectures with presentation and debate of issues in the field of Digital Marketing.

Assessment methods

- Distributed evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
  - Reports and Guides - 100% (Critical review reports, individual or in groups of two students, about the seminars.)

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