

Course Unit	Content Marketing And Criativity		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 2.0
Type	Semestral	Semester	1	Code	5068-787-1103-00-22
Workload (hours)	54	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. Acquire knowledge about the application of Content Marketing concepts and the creativity process
2. Identify the several components of Content Marketing
3. Acquire knowledge about the creative process and its applicability
4. Understand the interlocutors, requirements, recipients, means and interdependencies of its different issues
5. Understand the tools and platforms for disseminating content
6. Understand the value of Content in the current context of companies and brands
7. Identify and characterize the particularities of the Brand Management variables/policies, using the aforementioned lessons efficiently

### Prerequisites

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

### Course contents

- 1 - The importance of Content Marketing
- 2 - The value of User Generated Content in the communication strategy
- 3 - Content Marketing
- 4 - Definition of the Communication Tone
- 5 - Creative strategy and its process
- 6 - Type of content to use and how to produce it in several formats
- 7 - Introduction to the Transmedia concept
- 8 - Dynamic storytelling and strategic communication planning
- 9 - Metrics for Content Marketing

### Course contents (extended version)

1. The importance of Content Marketing, main trends and challenges
2. The value of User Generated Content in the communication strategy
3. Content Marketing: Content vs. Platforms
4. Definition of the Communication Tone
  - Definition of the Editorial Grid of contents (headings)
  - Creating Personas
5. The importance of implementing a creative strategy and its process for Content Marketing
6. Type of content to use and how to produce it in several formats
7. Introduction to the Transmedia concept
  - The evolution of Transmedia content
  - Types and characteristics
8. Dynamic storytelling and strategic communication planning
9. Metrics for Content Marketing

### Recommended reading

1. Carmelo, L. (2005). Manual de Escrita Criativa. Mem-Martins: Europa-América. ISBN: 9721055816
2. Mancelos, J. (2012). Manual de Escrita Criativa. Lisboa: Edições Colibri. ISBN: 9896892296
3. Lendrevie, J., Baynast, A., Dionísio, P., & Rodrigues, J. (2010). Publicitor – comunicação 360º online offline (7ª Edição). Lisboa: Publicações D. Quixote. ISBN: 978-972-20-4329-8.
4. Moriarty, S., Mitchell, N. & Wells, W. (2012). Advertising & IMC – Principles & Practice. Prentice Hall. ISBN: 978-0-13-216364-4
5. Rodrigues, V., Dionísio, P., Faria, H., Canhoto, R., & Nunes, R. (2009). B-Mercator. Blended Marketing. Lisboa: Publicações D. Quixote. ISBN: 978-9-72-203776-1

### 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