

Course Unit	Digital Marketing Strategy and Plan	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
Type	Semestral	Semester	1
Workload (hours)	54	Contact hours	T - TP - PL - TC - S - E - OT - O -
		Level	ECTS credits 2.0
		Code	5068-787-1111-00-22

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. Understand and identify the main factors that underlie the continued success of a firm;
2. Knowing that different contexts require different strategic approaches and how to make those choices;
3. Acquire, develop and consolidate knowledge that will allow to create an adequate digital marketing strategy and, at the same time, respond to the challenges of the digital era;
4. Acquire knowledge about different Digital Marketing Plan models;
5. Practical application of a Digital Marketing Plan model.

#### Prerequisites

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

#### Course contents

1 - Firm strategy: applicability in the "digital era"; 2 - Instruments of strategic analysis; 3 - The digital strategy; 4 - The Digital Marketing Plan; 5 - Final Practical Work.

#### Course contents (extended version)

1. Firm strategy: applicability in the "digital era"
2. Strategic analysis instruments
3. The digital strategy
4. The Digital Marketing Plan
  - Definition and structures of a Digital Marketing Plan
  - Adopted Digital Marketing Plan Structure.
5. Final Practical Work:
  - Situational analysis;
  - Goals;
  - Strategy;
  - Tactics;
  - Actions;
  - Control;
  - The 3 Ms: Men, Money and Minutes

#### Recommended reading

1. Chaffey, D., & Smith, P. R. (2017). Digital Marketing excellence: Planning and optimizing your digital marketing (5 ed.). Routledge. ISBN: 978-1138191709
2. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (2020). Digital and Social Media Marketing: A Results-Driven Approach. Routledge. ISBN: 9781138917910
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0. John Wiley & Sons Inc. ISBN: 9789896946005

#### 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 groups of 2 elements.)

#### 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