

Course Unit	Project		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	
Type	Semestral	Semester	1	ECTS credits	2.0
				Code	5068-787-1113-00-22
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. Relate and integrate different areas and tools of digital marketing management
2. Apply the knowledge acquired throughout the postgraduate course in solving problems and situations
3. Demonstrate ability and dynamics of individual and team work
4. Demonstrate autonomy in solving problems
5. Demonstrate continued ability to acquire new knowledge to aid in solving specific problems and/or specific situations

Prerequisites

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

Course contents

This course of Project aims to applicate, in real context or simulation, of the knowledge and theoretical-practical competences acquired as part of postgraduate course.

Course contents (extended version)

- Specific for each project.

Recommended reading

1. Bibliografia específica da área de intervenção de cada projeto.
2. Reis, F. (2022). Investigação científica e trabalhos académicos - Guia prático (2ª Edição revista e atualizada). Edições Sílabo. ISBN: 9789895612116.
3. Sousa, M. J. , & Baptista, C. (2011). Como fazer investigação, dissertações, teses e relatórios – Segundo Bolonha. Paxtor. ISBN: 9789896930011.

Teaching and learning methods

Under the tutorial system, the professors supervise the students in the execution process of all work related to the project. This aims to promote the student's research capacity, and the application of acquired knowledge, through the execution of the projec final report.

Assessment methods

- Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Reports and Guides - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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01-07-2023	01-07-2023	03-07-2023