Course Unit	Social Media Marketing			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	5068-787-1115-00-22		

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. Explore the concept and role of Social Media Marketing
2. Develop skills that allow continuous learning and adaptation of Content Marketing
3. Apply Social Media Advertising competency
4. Identify the most effective content type and format for each social media platform
5. Identify key metrics to measure the impact of organic and paid campaigns on social media
6. Implement organic and paid campaigns using appropriate tools to manage the community and monitor performance

Prerequisites

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

Course contents

1 - Concepts and overview of Social Media
2 - Communication strategies on different social media platforms
3 - Advertising on social media
4 - Planning integrated into Social Media
5 - Content and engagement management
6 - Measurement of results and Data Intelligence
7 - Social Media Tools - Content Analysis, Monitoring, Management and Production

Course contents (extended version)

1. Concepts and overview of Social Media
2. Communication strategies on different social media platforms
3. Advertising on social media
4. Planning integrated into Social Media
5. Content and engagement management
6. Measurement of results and Data Intelligence
7. Social Media Tools - Content Analysis, Monitoring, Management and Production

Recommended reading

1. Afonso, C., & Borges, L. (2013). Social Target: Da estratégia à implementação. Top Books. ISBN: 9789897060090
2. Coutinho, V. (2014). The Social Book. Actual Editora. ISBN: 978-989-694-070-6
3. Mc Donald, J. (2016). How to Use Social Media for Business Paperback. Workbook. ISBN: 9781539598145

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%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ricardo Jorge Vieira Correia	Elisabete da Anunciacao Paulo Morais	Sonia Paula da Silva Nogueira
02-07-2023	03-07-2023	03-07-2023

This document is valid only if stamped in all pages.