

Course Unit	Social Networking & Presentation		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	1.0
				Code	5068-787-1116-00-22
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. Understand the strategic management of relationships
2. Know and apply networking tools
3. Develop successful personal and professional presentation techniques

Prerequisites

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

Course contents

- 1 - Social Networking
- 2 - Presentation Design

Course contents (extended version)

1. Social Networking
 - Personal branding, social leverage and social score
 - Networking: concept and knowledge networks
 - Network rules
 - Instruments and practice
 - Social communication: humanizing and communicating in the 20th century. XXI
2. Presentation Design
 - Principles for a good presentation: what to do and what not to do
 - How to make a successful presentation in three steps
 - Rule of 10-20-30
 - Preparation of a successful personal pitch

Recommended reading

1. Carnegie, D., & Carnegie, D.. (2022). How to win friends & influence people (rev. ed.). Gallery Books. ISBN: 978-8189297817
2. Gerber, S., & Paugh, R.. (2018). Superconnector: Stop networking and start building Business relationships that matter. Da Capo Press. ISBN: 9780738219967
3. OCDE. (2022). Skills and Work. <https://www.oecd.org/employment/skills-and-work/>
4. Rego, A. (2016). Comunicação pessoal e organizacional. (4ªed.) Edições Sílabo. ISBN: 978-989-561-235-2

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

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02-07-2023	03-07-2023	03-07-2023