

Course Unit	Emerging Technologies in Digital Marketing		Field of study	Computer Sciences	
	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	5068-787-1117-00-22
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) Carlos Filipe Campos Rompante da Cunha

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know the main emerging technologies to support marketing
2. Understand how emerging technologies can generate opportunities in the field of digital marketing
3. Be able to define digital marketing strategies supported by emerging technologies.

Prerequisites

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

Course contents

The curricular unit addresses emerging technologies and their context in digital marketing. In this context, technologies such as. Internet of Things, Extended Reality, marketing as an immersive experience.
These technologies allowed designing new digital marketing approaches.

Course contents (extended version)

1. Emerging technologies and their context in digital marketing;
2. Internet of Things;
3. Virtual reality;
4. Augmented Reality;
5. Mixed Reality;
6. Marketing as an immersive experience;
7. Designing new digital marketing approaches.

Recommended reading

Teaching and learning methods

Theoretical-practical classes where questions are raised and solutions are analyzed and presented, as well as classes organized into works, to be carried out in class and during the accompanied study space, in which it is intended to consolidate the theoretical concepts discussed.

Assessment methods

- Assessment - (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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17-07-2023	17-07-2023	17-07-2023