

Course Unit	Digital Transformation and 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
Type	Semestral	Semester	1
Workload (hours)	27	Contact hours	T - TP - PL - TC - S - E - OT - O -
		Level	ECTS credits 1.0
		Code	5068-787-1118-00-22

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 the context and dynamics of the digital environment
2. Analyze the impact of digitization on business models
3. Identify key digital and technology trends
4. Recognize strategies to create value arising from digital transformation

Prerequisites

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

Course contents

- 1 - The Essence of Marketing
- 2 - The 5 Principles of Digital Transformation
- 3 - Creating Value through Digital
- 4 - Digital Transformation Strategies
- 5 - Digital and Technological Trends
- 6 - Case Studies of Digital Transformation

Course contents (extended version)

1. The Essence of Marketing
2. The 5 Principles of Digital Transformation
3. Creating Value through Digital
4. Digital Transformation Strategies
5. Digital and Technological Trends
6. Case Studies of Digital Transformation

Recommended reading

1. Diamandis, P., & Kotler, S. (2020). The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives. Simon & Schuster. ISBN: 978-1-9821-0966-0
2. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd Ed.). Kogan Page. ISBN: 1398605972
3. Kotler P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley. ISBN: 978-1119668510
4. Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age. Columbia University Press. ISBN: 978-0231175449

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
03-07-2023	04-07-2023	04-07-2023