

Course Unit	Video 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	
Type	Semestral	Semester	1	ECTS credits	1.0
	Code 5068-787-1119-00-22				
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. Know the concepts associated with video marketing
2. Knowing and using video distribution platforms
3. Apply the stages of video production: pre-production, production and post-production
4. Apply to communication concepts through the camera
5. Knowing and using different video formats
6. Create, publish, analyze and optimize video content

Prerequisites

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

Course contents

- 1 - Types of videos
- 2 - Platforms and audience
- 3 - Video marketing planning
- 4 - Video production
- 5 - Publish the video
- 6 - Analysis and optimization of content

Course contents (extended version)

1. Types of videos
2. Platforms and audience
3. Video marketing planning
4. Video production
5. Publish the video
6. Analysis and optimization of content

Recommended reading

1. Marques, V. (2023). Marketing Digital de A a Z (4ª ed.). Digital 360. ISBN: 9789895495870
2. Marques, V. (2022). Agenda de Marketing e Redes Sociais. Digital 360. ISBN: 9789895495832
3. Marques, V. (2020). Video Marketing. Actual Editora. ISBN: 9789896941413

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