

Course Unit	Marketing Communication		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-1202-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	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) Luisa Margarida Barata Lopes, Raquel Cristina Sousa Pires

### Learning outcomes and competences

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

1. Distinguish the types of communication and its ways of functioning;
2. Understand the communication act totally and recognize all its intervenients;
3. Recognize and analyze the semiotic as a science that extracts the communicative meaning of words, sounds and images;
4. Recognize the use of symbols: logos (visual communication), advertising (brand) identity (services and products) as a form of perception of myths, metaphors and codes;
5. Understand and apply the valences of internal communication;
6. Distinguish the tools from the mix of communication and its function in the marketing strategy, understanding and applying the concept of Integrated Marketing Communications (IMC);
7. Develop and argument an integrated marketing communication plan coherent with the marketing strategy of the organization;
8. Identify and recognize the intervening forms of external entities in the development communication activities.

### Prerequisites

Not applicable

### Course contents

Introduction to the marketing communication; Semiotics: concepts, elements and properties; Internal communication; Strategy and plan of communication; Integrated Marketing Communication (IMC); Selection and relationship with agencies.

### Course contents (extended version)

1. Introduction to the marketing communication
  - Main concepts
  - Types of communication
  - Matrix of communication
  - Model of communication
  - Selective perception
  - The models of the hierarchy of the effects
2. Semiotics: concepts, elements and properties
  - Signs, signs and significance
  - Icons, indices and symbols
  - Use of symbols: logos (visual communication), advertising (brand), identity (products/services)
  - Myths, codes and metaphors
3. Internal communication
  - Concepts
  - Advantages, factors and functions
  - Instruments and means
  - Problems of communication
4. Strategy and communication plan
  - From the strategy of marketing to the communication strategy
  - The mix of communication
  - The communication budget
  - The communication strategy: targets, objectives and levels of communication
  - The communication plan
  - Integrated Marketing Communication (IMC)
5. Selection and relationship with agencies
  - Agency selection
  - The contract between advertiser and agency
  - The remuneration of the agencies
  - The professional organizations
  - The briefing

### Recommended reading

1. Fidalgo, A., & Gradim, A. (2005). Manual de semiótica. UBI.
2. Lendrevie, J., Baynast, A., Dionísio, P., & Rodrigues, J. (2010). Publicitor – Comunicação 360º online offline (7ª Ed.). Publicações D. Quixote. ISBN: 978-972-20-4329-8.
3. Rego, A. (2022). Comunicação pessoal e organizacional - Teoria e Prática (5ª Ed.). Edições Sílabo. ISBN: 978-989-561-235-2.
4. Rossolatos, G. (2015). Handbook of brand semiotics. Kassel University Press. ISBN 978-3-7376-0043-9.
5. Volli, U. (2003). Semiótica da publicidade a criação do texto publicitário. Ed. 70. ISBN: 972-44-1204-0.

### Teaching and learning methods

Inside class: theoretical and practice components with active and interrogative methods, project-based learning, team-based learning, and case studies. Outside class: oriented tasks, text readings, research, and projects.

### Assessment methods

1. Continuous Evaluation (also incoming students) - (Regular, Student Worker) (Final)
  - Practical Work - 20% (Tasks to be completed inside and outside classes.)

**Assessment methods**

- Projects - 50% (Communication plan project for a real company. (includes a semiotic analysis).)
- Intermediate Written Test - 30% (Written test assessing all contents performed on week 15 (minimum score of 7/20 and 80% attendance).)
- 2. Distributed Evaluation (also incoming students) - (Regular, Student Worker) (Final, Supplementary)
  - Final Written Exam - 50% (Written test assessing all contents (minimum score of 7/20).)
- Projects - 50% (Communication plan project for a real company. Includes a semiotic analysis.)
- 3. Final Written Exam (also incoming students) - (Regular, Student Worker) (Special)
  - Final Written Exam - 100% (Includes all contents. Any suspected fraud will be submitted for further proof.)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

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26-02-2023	26-02-2023	01-03-2023	01-03-2023