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| Course Unit | Marketing Communication | Field of study | Marketing and Advertising |
| Bachelor in | Marketing | School | School of Public Management, Communication and Tourism |
| Academic Year | 2023/2024 | Year of study | 1 |
| Type | Semestral | Semester | 2 |
| Workload (hours) | 162 | Contact hours | T - , TP 60 PL - , TC - , S - , E - , OT - , O - |
| | | Level | 1-1 |
| | | ECTS credits | 6.0 |
| | | Code | 9205-714-1202-00-23 |

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)

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 methods, project-based learning, team-based learning, and case studies. Outside class: oriented tasks, text readings, research, and projects.

Assessment methods

1. Final Evaluation I (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. Final Evaluation II (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. Special Evaluation - (Regular, Student Worker) (Special)
 - Final Written Exam - 100% (Evaluates all contents.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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| Luisa Margarida Barata Lopes, Raquel Cristina Sousa Pires | Ricardo Jorge Vieira Correia | Catarina Alexandra Alves Fernandes | Sonia Paula da Silva Nogueira |
| 09-03-2024 | 14-03-2024 | 15-03-2024 | 16-03-2024 |