

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	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-1202-00-23				
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 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			
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