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Course Unit	Digital Marketing			Field of study	Audiovisuals		
Bachelor in	Marketing			School	School of Public Management, Communication and Tourism		
Academic Year	2022/2023	Year of study	3	Level	1-3	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9205-714-3104-00-22		

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)	Elisabete da Anunciacao Paulo Morais

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the new context, the challenges, benefits and risks associated with a digital strategy of the organization in local and global markets.
2. Know the basics of e-commerce and e-buniness and deploying an Internet business.
3. Know and apply the concepts, techniques, marketing strategies in the digital environment, through the identification of best practices.
4. Know and use the tools, services and other technological tools in the context of supporting the implementation of Internet marketing initiatives.
5. Develop skills to perform the different phases of a digital marketing plan.

Prerequisites

Before the course unit the learner is expected to be able to:
1. Advanced computer literacy skills in the user perspective.
2. Foundational knowledge of marketing theory and practice.

Course contents

Digital era, E-Commerce and E-Business, Digital Marketing topics, Digital marketing plan.

Course contents (extended version)

1. Digital era
   - User context
   - IT evolution: past, present and future
   - Tools, channels and access devices
   - Digital era concepts to marketeer
2. E-Commerce and E-Business
   - Environment
   - Types of e-commerce
   - Concepts involved in electronic commerce
   - Issues associated with the implementation of an internet business
3. Digital marketing tópics
   - Search engine marketing
   - Content marketing
   - Social media marketing
   - E-mail marketing
   - Mobile marketing
   - Advertising
   - Affiliate Marketing
   - Monitoring and web analytics
   - Local Marketing
4. Digital marketing plan
   - Design
   - Implementation
   - Monitoring
   - Evaluation

Recommended reading

1. Anderson, C. (2007). A Cauda Longa. Actual Editora. Lisboa. ISBN 9789898101136
2. Ascensão, C. (2010). Google Marketing. Edições Silabo. Lisboa. ISBN: 9789726186144
3. Laudon, K. e Traver, C. (2010). E-Commerce, Business, Technology, Society. Editora Prentice Hall. New York. ISBN: 9780131735163
4. Kotler, P. (2017). Marketing 4. 0. Actual Editora. Lisboa. ISBN: 9789896942083
5. Marques, Vasco (2019). Marketing Digital de A a Z. Oficina de S. José. Braga. ISBN: 978-989-20-9542-4

Teaching and learning methods

Classes have a theoretical and practical nature with active participation of students in the presentation of topics and respective discussion and use of IT tools. In non-contact hours, students are encouraged to maximize self-learning and continuously knowledge construction by preparing presentations and the development of a digital marketing plan.

Assessment methods

1. Distributed evaluation - 1 - (Regular, Student Worker) (Final, Supplementary)
   - Final Written Exam - 35% (The minimum score is 8 points.)
   - Projects - 40% (Work group: Develop digital marketing plan.)
   - Practical Work - 25% (Students will discuss given topics in class and presentation of themes.)
2. Distributed evaluation - 2 - (Student Worker) (Final, Supplementary)
   - Projects - 50% (Work group: Develop digital marketing plan.)
   - Final Written Exam - 50% (The minimum score is 8 points.)
3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
   - Projects - 100% (Individual work: Develop digital marketing plan.)
4. Special evaluation - (Regular, Student Worker) (Special)
   - Projects - 50% (Develop digital marketing plan.)

Assessment methods

 - Final Written Exam - 50% (The minimum score is 8 points.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elisabete da Anunciacao Paulo Morais	Luisa Margarida Barata Lopes	Elisabete da Anunciacao Paulo Morais	Luisa Margarida Barata Lopes
03-10-2022	09-10-2022	10-10-2022	10-10-2022