DPUC - Course File

Marketing Management and Digital Communication

84314

1st semester 2022 - 2023

Teacher(s)	José Miguel Cachulo Pereira (teacher responsible)
Duration	Semiannual
ECTS credits	6.0
Scientific area	Marketing (MARK)
Area of specialisation	n.a.
Attendance regime	no
Contact hours	Theoretical/Practical Sessions = 3 hours
Workload	162 hours
Department / School	Instituto Superior de Contabilidade e Administração da Universidade de Aveiro
Language(s) of instruction	Portuguese
Mode(s) of instruction	Presential

Study programme	Cycle	Year	Mandatory
8240 - Computer and Telematics Engineering (integrated Masters - 1st and 2nd Cycle)	1st Cycle	5th	Optional
8240 - Computer and Telematics Engineering (integrated Masters - 1st and 2nd Cycle)	1st Cycle	0	Optional
8307 - Industrial Engineering and Management (integrated Masters - 1st and 2nd Cycle)	1st Cycle	4th	Optional
8307 - Industrial Engineering and Management (integrated Masters - 1st and 2nd Cycle)	1st Cycle	0	Optional
9231 - Master Degree in Marketing (2nd Cycle)	2nd Cycle	2nd	Optional
9284 - Master Degree in Marketing and Digital Communication (2nd Cycle)	2nd Cycle	1st	Mandatory
9301 - Master Degree in Audiovisual Communication For New Media (2nd Cycle)	2nd Cycle	2nd	Optional

Learning objectives

1. Identify the main characteristics and challenges of digital marketing and communication
2. Set digital marketing goals
3. Propose marketing and digital communication strategies
4. Develop integrated marketing and digital marketing communication plans

Course contents	1. Introduction to digital marketing 2. Consumer behavior in the digital age 3. Fundamentals of integrated marketing communication 4. Digital marketing and communication goals 5. Definition of integrated digital marketing and communication strategies 6. Planning and organization of digital marketing and communication 7. Innovation and technology in digital marketing and communication
Acticulation of activities	The activities developed in this UC take into account: • Diagnose previous marketing and digital communication skills, in order to achieve an adequate leveling of knowledge among students who come from different areas and learning contexts; • Articulate with the optional UC of Strategic Marketing, in order to ensure that all basic knowledge in the scientific area of the course is correctly acquired; • Prepare the foundations for the success of students in the second semester UCs that focus on the implementation of marketing and digital communication tactics, namely by stimulating strategic and integrative thinking.
Teaching and learning methods	Classes have a theoretical-practical nature, valuing the active participation of students. Classes combine different active teaching-learning strategies that best fit the group and each of the topics of the syllabus, such as conducting and presenting case studies, discussing the results of scientific investigations, teaching by students of concrete topics and team learning. The professor will complement the teaching and learning process by presenting theoretical concepts, putting topics for debate, encouraging student participation and guiding the realization of the proposed activities.
Active learning	The student is placed at the center of the learning process, encouraging the development of knowledge in a more autonomous way, with the professor assuming an eminently guiding role. Through the organization of classes and teaching and assessment methodologies, the ability to discuss topics is stimulated, so is the practice of problem solving through the realization of projects and learning among peers.

Calculating the final mark	• TP (100.00%)
	  ◦ Discrete evaluation
	    ▪ Group Work 1 2022-11-25 (40.00%)
	    ▪ Group Work 2 2022-12-16 (40.00%)
	    ▪ Individual work in class (20.00%)
	  ◦ Final evaluation
	    ▪ Individual project (100.00%)

Prerequisites	Knowledge of English and marketing principles.
Main bibliography	Alfonso, D. (2022). The Martech Handbook – Build a Technology Stack to Attract and Retain Customers. Kogan Page. Ammerman, W. (2019). The Invisible Brand – Marketing in the Age of

Automation, Big Data, and Machine Learning. McGraw-Hill

Hall, S. (2020). B2B Digital Marketing Strategy – How to use new frameworks and models to achieve growth. Kogan Page.

Hanlon, A. (2022). Digital Marketing: Strategical Planning & Integration (2ª ed.). Sage Publications.

Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated approach to online marketing (3ª ed.). Kogan Page.

Pelsmacker, P., Geuens, M., Bergh, J. V. (2021). Marketing Communications – a European Perspective (7ª ed.). Pearson.

Perkin, N. (2022). Agile Marketing – Unlock Adaptive and Data-driven Marketing for Long-term Success. Kogan Page.

Visser, M., Sikkenga, B., Berry, M. (2021). Digital Marketing Fundamentals (2ª ed.). Noordhoff/Routledge.

Observations

Coherence course contents / objectives

The identified contents are coherent with the proposed objectives because they reflect the main themes in this domain, pointed out by the main international authors. They are also aligned with the skills necessary for a future professional in marketing and digital communication.

Coherence methods / objectives

The application of acquired knowledge in practical work and in critical analysis of real cases allows the acquisition of knowledge and the development of skills reflected in the learning objectives and comes close to what will be required of students in future professional contexts.

This document must be validated and authenticated by the Secretariat of the Organic Unit.