

---

**Ano Letivo** 2019-20

---

**Unidade Curricular** MARKETING DIGITAL

---

**Cursos** GESTÃO DE MARKETING (2.º Ciclo) (\*)

(\*) Curso onde a unidade curricular é opcional

---

**Unidade Orgânica** Faculdade de Economia

---

**Código da Unidade Curricular** 17941014

---

**Área Científica** SISTEMAS DE INFORMAÇÃO

---

**Sigla**

---

**Línguas de Aprendizagem** Português

---

**Modalidade de ensino** In class

---

**Docente Responsável** Maria Manuela Martins Guerreiro

---

DOCENTE	TIPO DE AULA	TURMAS	TOTAL HORAS DE CONTACTO (*)
Nelson Hugo Catroga Pimenta	OT; TP	TP1; OT1	18TP; 9OT

\* Para turmas lecionadas conjuntamente, apenas é contabilizada a carga horária de uma delas.

ANO	PERÍODO DE FUNCIONAMENTO*	HORAS DE CONTACTO	HORAS TOTAIS DE TRABALHO	ECTS
1º	S2	24TP; 9OT	168	6

\* A-Anual;S-Semestral;Q-Quadrimestral;T-Trimestral

---

#### Precedências

Sem precedências

---

#### Conhecimentos Prévios recomendados

N/A

---

#### Objetivos de aprendizagem (conhecimentos, aptidões e competências)

Esta unidade curricular contempla os seguintes objetivos:

- a) introduzir os princípios do marketing digital;
- b) preparar uma campanha em meio digital;
- c) introduzir ferramentas de media e de Marketing digital;
- d) introduzir o Social Media Marketing e suas ferramentas;
- e) estudar redes sociais e mobile marketing;
- f) compreender o Marketing de influência.

---

#### Conteúdos programáticos

1. Introdução ao marketing digital. Jornada do Consumidor
2. Estratégia, planeamento e desenvolvimento de uma campanha de Marketing Digital.
3. Media Digital (modelo Paid Owned Earned; conceito de Montra Digital)
4. Ferramentas de marketing digital: Landing Pages, E-mail marketing, Search Engine Marketing (SEM e SEO) e Digital Advertising
5. Social Media Marketing (Introdução, 6 Princípios de Influência de Dr. Robert Cialdini, Estratégias de Ativação e Medição)
6. Redes Sociais (Facebook, Youtube, Twitter e Instagram)
9. Mobile Marketing (snapchat, whatsapp e vine)
10. Marketing de Influência

---

### Demonstração da coerência dos conteúdos programáticos com os objetivos de aprendizagem da unidade curricular

O conteúdo programático foi desenvolvido com o propósito de dotar os estudantes dos conceitos e das metodologias que caracterizam o corpo teórico do Marketing Digital e do Social Media Marketing, embora com ênfase na gestão operacional de ferramentas utilizadas pelos profissionais da área.

---

### Metodologias de ensino (avaliação incluída)

As sessões letivas serão de cariz teórico-prático. Os alunos serão convidados a analisar, debater e propor soluções no âmbito do desenvolvimento de trabalhos exploratórios incidindo sobre temas específicos previstos nos conteúdos programáticos da Unidade curricular.

Modelo de avaliação:

- Prova individual escrita a decorrer na Época Normal de exames (ponderação de 60%).
- Trabalho de grupo (ponderação de 40%)

---

### Demonstração da coerência das metodologias de ensino com os objetivos de aprendizagem da unidade curricular

As metodologias de ensino previstas pretendem estimular nos estudantes capacidades de análise crítica equacionando, perante cada caso de estudo apresentado, soluções que resultem da aplicação e no uso das abordagens e ferramentas apresentadas. Os métodos de avaliação procuram incentivar quer o domínio teórico dos conceitos, das metodologias e das ferramentas quer o desenvolvimento de abordagens críticas e criativas.

---

### Bibliografia principal

- Cialdini, R. B. (2006). *Influence: The Psychology of Persuasion, Revised Edition Revised Edition*. Harper Business.
- Deiss, R. & Henneberry, R. (2017). *Digital Marketing for Dummies, For Dummies*. 1<sup>st</sup> edition.
- Dib, A. (2018). *The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From the Crowd, Page Two* (May 5).
- Kerpen, D. (2011). *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)*, McGraw Hill: USA.
- Kotler, P., Kartajaya, H. & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital*. 1<sup>st</sup> edition, Wiley (December 5).
- Scott, D., M. (2013). *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*, John Wiley & Sons: New Jersey.
- Zarella, D. (2010). *The Social Media Marketing Book*, O'Reilly: Canada.

---

**Academic Year** 2019-20

---

**Course unit** DIGITAL MARKETING

---

**Courses** MARKETING MANAGEMENT (\*)

(\*) Optional course unit for this course

---

**Faculty / School** THE FACULTY OF ECONOMICS

---

**Main Scientific Area** SISTEMAS DE INFORMAÇÃO

---

**Acronym**

---

**Language of instruction** Portuguese

---

**Teaching/Learning modality** In class

---

**Coordinating teacher** Maria Manuela Martins Guerreiro

---

Teaching staff	Type	Classes	Hours (*)
Nelson Hugo Catroga Pimenta	OT; TP	TP1; OT1	18TP; 9OT

\* For classes taught jointly, it is only accounted the workload of one.

**Contact hours**

T	TP	PL	TC	S	E	OT	O	Total
0	24	0	0	0	0	9	0	168

T - Theoretical; TP - Theoretical and practical ; PL - Practical and laboratorial; TC - Field Work; S - Seminar; E - Training; OT - Tutorial; O - Other

**Pre-requisites**

no pre-requisites

**Prior knowledge and skills**

N/A

**The students intended learning outcomes (knowledge, skills and competences)**

This curricular unit has the following objectives:

- a) To introduce the principles of digital marketing;
- b) To prepare a campaign in digital media;
- c) To introduce media and digital marketing tools;
- d) To introduce Social Media Marketing and its tools;
- e) To study social networks and mobile marketing;
- f) To understand Influence Marketing.

**Syllabus**

1. Introduction to digital marketing. Consumer Journey
2. Strategy, planning and development of a Digital Marketing campaign.
3. Digital Media (Paid Owned Earned model; Digital Storefront concept)
4. Digital Marketing Tools: Landing Pages, Email Marketing, Search Engine Marketing (SEM and SEO) and Digital Advertising
5. Social Media Marketing (Introduction, 6 Dr Robert Cialdini's Principles of Influence, Activation and Measurement Strategies)
6. Social Networks (Facebook, Youtube, Twitter and Instagram)
9. Mobile Marketing (snapchat, WhatsApp and vine)
10. Influence Marketing

---

### Demonstration of the syllabus coherence with the curricular unit's learning objectives

The syllabus was developed with the purpose of providing students with the concepts and methodologies that characterize the theoretical body of Digital Marketing and Social Media Marketing, although with emphasis on the operational management of tools used by professionals in the field.

---

### Teaching methodologies (including evaluation)

The teaching sessions will be theoretical and practical. Students will be invited to analyze, debate and propose solutions in the scope of the development of exploratory works focusing on specific themes provided in the syllabus of the course.

Evaluation Model:

- Individual written exam taking place in the Normal Season of exams (weighting 60%).
- Group work (40% weighting)

---

### Demonstration of the coherence between the teaching methodologies and the learning outcomes

The planned teaching methodologies aim to stimulate students' critical analysis skills. For each case study presented, students should propose solutions that result from the application and use of the approaches and tools presented. Evaluation methods seek to encourage both the theoretical mastery of concepts, methodologies and tools and the development of critical and creative approaches.

---

### Main Bibliography

- Cialdini, R. B. (2006). *Influence: The Psychology of Persuasion, Revised Edition Revised Edition*. Harper Business.
- Deiss, R. & Henneberry, R. (2017). *Digital Marketing for Dummies, For Dummies*. 1<sup>st</sup> edition.
- Dib, A. (2018). *The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From the Crowd, Page Two* (May 5).
- Kerpen, D. (2011). *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)*, McGraw Hill: USA.
- Kotler, P., Kartajaya, H. & Setiawan, I. (2016). *Marketing 4.0: Moving from Traditional to Digital*. 1<sup>st</sup> edition, Wiley (December 5).
- Scott, D., M. (2013). *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*, John Wiley & Sons: New Jersey.
- Zarella, D. (2010). *The Social Media Marketing Book*, O'Reilly: Canada.