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**Ano Letivo** 2021-22

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**Unidade Curricular** INGLÊS TÉCNICO

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**Cursos** MARKETING DIGITAL

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**Unidade Orgânica** Escola Superior de Gestão, Hotelaria e Turismo

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**Código da Unidade Curricular** 19291016

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**Área Científica** LÍNGUAS E LITERATURAS ESTRANGEIRAS

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**Sigla**

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**Código CNAEF (3 dígitos)** 222

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**Contributo para os Objetivos de  
Desenvolvimento Sustentável - 4  
ODS (Indicar até 3 objetivos)**

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**Línguas de Aprendizagem** Inglês

**Modalidade de ensino**

Teórico-prática. Presencial e/ou à Distância

**Docente Responsável**

Filipa Perdigão Alexandre Ribeiro

| DOCENTE                         | TIPO DE AULA | TURMAS | TOTAL HORAS DE CONTACTO (*) |
|---------------------------------|--------------|--------|-----------------------------|
| Margarida Maria Jorge Guilherme | TP           | TP1    | 42TP                        |

\* 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  | S1                        | 42TP              | 130                      | 5    |

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

**Precedências**

Sem precedências

**Conhecimentos Prévios recomendados**

Nível A2 (Common European Framework of Reference for Languages)

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

Esta unidade curricular destina-se a introduzir o vocabulário relacionado com marketing digital e áreas afins e desenvolver no aluno competências linguísticas e comunicativas, nomeadamente a compreensão e a expressão oral e escrita. Nesta unidade curricular também se pretende promover a reflexão sobre as regras do funcionamento da língua, estimular o espírito crítico e preparar o aluno para a autonomia no estudo.

É igualmente objetivo iniciar o aluno nas competências comunicacionais próprias do seu mundo profissional, de modo a que possa adquirir as competências comunicativas (na oralidade e na escrita) específicas do seu contexto de trabalho.

### Conteúdos programáticos

#### Áreas temáticas:

1. Modern-day communication vs traditional media.
2. Careers in digital marketing.
3. Digital marketing.
4. Social media and marketing.
5. Brand awareness and visibility.
6. Advertising in social media.
7. Celebrity vs. influencer endorsements.
8. Content marketing.
9. The future of digital marketing.

#### Gramática:

Tempos verbais, verbos modais, nomes, pronomes, adjetivos, advérbios, preposições.

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### Metodologias de ensino (avaliação incluída)

O ensino/aprendizagem é centrado nos alunos.

A avaliação é constituída pela componente de Avaliação por Frequência, CAF (40%) e por um exame (60%), presencial e/ou à distância.

A CAF:

35% - Teste

30% - Trabalho (oral e escrito): Storytelling

35% - Fichas/outros trabalhos (vocabulário; gramática; pesquisa; role-play; textos curtos; listening).

Se a CAF é  $\geq 12$  valores, o aluno dispensa de exame.

Admissão época normal CAF  $\geq 6$  valores Quem não tem oral na CAF terá Prova Oral obrigatória em todas as épocas de exame.

A nota da época normal pondera com a CAF para o cálculo da admissão a exames posteriores durante o ano letivo de obtenção da CAF.

Na época especial de conclusão de curso/melhoria, o resultado do exame corresponde a 100% da nota.

O aluno pode utilizar a CAF do ano letivo anterior, mediante solicitação prévia, por escrito.

Nota: DRT 59/2015, art.º 6, a assiduidade é obrigatória, não podendo exceder o número limite de faltas, correspondente a 25% das horas de contacto previstas.

### **Bibliografia principal**

- Davidson, S. & Dooley, J. (2020) *Career paths: Social Media Marketing*. UK: Express Publishing.
- Esteras, S.R. (2008). *Infotech & English for computer users* (4<sup>th</sup> edition). Cambridge: Cambridge University Press.
- Evans, Virginia (2017). *Successful Writing - Intermediate*. UK: Express Publishing.
- Farrall, C. & Lindsley, M. (2008). *Marketing. Professional English in Use*. Cambridge: Cambridge University Press.
- Glendinning, E.H. & McEwan, J. (2006). *Oxford English for Information Technology* (2<sup>nd</sup> edition). London: Oxford University Press.
- Gore, S. (2007). *English for Marketing & Advertising*. Express series. Oxford: Oxford University Press.
- Hill, D. (2012). *English for information technology 2*. Vocational English Course Book. Harlow: Pearson Education.
- Olejniczak, M. (2011). *English for information technology 1*. Vocational English Course Book. Harlow: Pearson Education.
- Robinson, N. (2010). *Cambridge English for Marketing*. Professional English. Cambridge: Cambridge University Press.

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**Academic Year** 2021-22

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**Course unit** TECHNICAL ENGLISH

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**Courses** DIGITAL MARKETING

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**Faculty / School** SCHOOL OF MANAGEMENT, HOSPITALITY AND TOURISM

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**Main Scientific Area**

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**Acronym**

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**CNAEF code (3 digits)** 222

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**Contribution to Sustainable Development Goals - SGD (Designate up to 3 objectives)** 4

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**Language of instruction** English

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**Teaching/Learning modality** Theoretical-practical. Classroom-based learning and/or distance learning.

**Coordinating teacher** Filipa Perdigão Alexandre Ribeiro

| Teaching staff                  | Type | Classes | Hours (*) |
|---------------------------------|------|---------|-----------|
| Margarida Maria Jorge Guilherme | TP   | TP1     | 42TP      |

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

| Contact hours | T | TP | PL | TC | S | E | OT | O | Total |
|---------------|---|----|----|----|---|---|----|---|-------|
|               | 0 | 42 | 0  | 0  | 0 | 0 | 0  | 0 | 130   |

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

The student must have the A2 Framework level of the *Common European Framework of Reference for Languages*.

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

This course aims to introduce the vocabulary related to digital marketing and related areas and to develop the students' linguistic and communicative skills, namely oral and written comprehension, and oral and written expression. This course also aims to promote reflection on the rules of language functioning, stimulate critical thinking, and prepare the student for study autonomy.

It also aims to introduce the student to the communication skills of their professional world, so that they can acquire the communicative skills (orally and in writing) specific to their work environment.

## Syllabus

### Topic Areas:

1. Modern-day communication vs traditional media.
2. Careers in digital marketing.
3. Digital marketing.
4. Social media and marketing.
5. Brand awareness and visibility.
6. Advertising in social media.
7. Celebrity vs. influencer endorsements.
8. Content marketing.
9. The future of digital marketing.

### Grammar:

Verb tenses, modal verbs, nouns, pronouns, adjectives, adverbs, and prepositions.

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### Teaching methodologies (including evaluation)

The teaching/learning is focused on the students' needs.

Continuous Assessment (CA) component (40%) classroom-based and/or distance learning + Exam (60%).

The CA component comprises:

35% Test;

30% Presentation: Storytelling;

35% Individual/group assignments classroom-based and/or distance learning (grammar/vocabulary worksheets; research assignments; role-plays; writing short texts; listening).

The final CA grade of 12 or more exempts from the exam.

Admission to "Época normal" exam: final CA grade  $\geq 6$  is needed.

If favourable to the student, the mark from the 1st exam period calculated with the CA grade will be applied for admission to further exam periods during the same academic year.

In the Special Exam Period for concluding the Course or improving the final classification, the exam weighting is 100%. Students may use the CA grade obtained in the previous academic year applying in writing to the course unit teacher. Admission is compulsory. 75% of the total classes must be attended.

### Main Bibliography

- Davidson, S. & Dooley, J. (2020) *Career paths: Social Media Marketing*. UK: Express Publishing.
- Esteras, S.R. (2008). *Infotech & English for computer users* (4<sup>th</sup> edition). Cambridge: Cambridge University Press.
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