	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation		<i>Academic year</i>	2021/2022	
<i>Subject</i>	Communication in Marketing		ECTS	6	
<i>Type of course</i>	Compulsory				
<i>Year</i>	3rd	<i>Semester</i>	3rd	<i>Student Workload:</i>	
<i>Professor(s)</i>				<i>Total</i>	168
<i>Area Coordinator</i>	PhD Amândio Baía			<i>Contact</i>	75

Planned SD

1. LEARNING OBJECTIVES

- Articulate communication strategy with marketing strategy;
- Prepare the communication strategy;
- Know how to plan, perform and evaluate specific actions of: Advertising, Sales Promotion, Merchandising, Direct Marketing, Public Relations;
- Prepare an Integrated Communication Plan.

2. PROGRAMME

Chapter 1 - From Marketing Strategy to Communication Strategy

1.1. Integrated Marketing Communication

Chapter 2 - Communication Strategies

- 2.1. The Stages of Developing a Communication Strategy
- 2.2. The Effects of Communication
- 2.3. The Communication Budget
- 2.4. Evaluation of a Communication Strategy

Chapter 3 - The Communication Mix

3.1. Advertising

- 3.1.1. Concept, Objectives and Types of Advertising
- 3.1.2. Advertising Targets
- 3.1.3. The Preparation of an Advertising Campaign

3.1.4. Steps and Responsibilities of a Campaign: *Briefing*; Design and Execution; Evaluation and Control

3.1.5. Advertising Regulation and Self-Discipline

3.2. Sales Promotion

3.3. Merchandising

3.4. Public Relations

3.5. Direct Marketing

3.6. Digital Marketing

Chapter 4 - The Integrated Communication Plan

4.1. The Structure of an Integrated Communication Plan

Chapter 5 - Operationalization of the Communication Strategy

5.1. The *Briefing*

5.2. The Design of the Campaign

5.2.1. Communication Theories

5.2.1.1. Theories of perception and attention

5.2.1.2. Persuasion theories

5.2.2. Message Definition - What to say (message strategy); how to say (creative strategy); who will say (source of the message).

5.2.2.1. The Creative Strategy: the development of messages

5.2.2.1.1. Where Creativity Begins

5.2.2.1.2. The Creative Work Plan (*Copy Strategy*)

5.2.2.1.3. The Creative Process: message development

5.2.2.2. Media Strategy: choice of communication channels


5.2.2.2.1. Media Selection

5.2.2.2.2. Media Rating Through Audiences

5.2.2.2.3. Selection of Communication Vehicles in the Media Plan

5.3. The Execution or Production of the Campaign

5.4. Evaluation and Control of the Impact and Effectiveness of a Campaign

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The programmatic contents were defined according to the objectives(O) to be achieved and competencies(C) to acquire:

Cap.1:O- Articulate the communication strategy with the marketing strategy/C-Perceive in an integrated way how the communication variable can be defined in order to contribute to the achievement of the company's marketing objectives.


Cap.2:O- Prepare the communication strategy/C-To be able to define the communication strategy that the company must follow in ac with the objectives and communication targets to be achieved in an integrated manner with its marketing strategy.

Cap.3:O- Know how to plan, carry out and evaluate specific actions of: Advertising, Sales Promotion, Merchandising, Direct Marketing, Public Relations Present the techniques appropriate to the strategic definition of Service Marketing / C-know identify the main means of communication according to its objective and target of communication defined in the strategy, analyzing for this the main advantages and disadvantages of each medium;

Cap.4 and Cap.5:O-Prepare an Integrated Communication Plan/C-Know build a communication plan in an integrated way and know how to develop the guidelines for designing a communication campaign and act with the main partners who will implement it.

4. MAIN BIBLIOGRAPHY

- Baynast, A., Lendrevie, J.; Lévy, J.; Dionísio, P. & Rodrigues, V. (2018). Mercator 25 anos—O Marketing na Era Digital. 17.^a Ed., D. Quixote, Alfragide, Portugal.
- Bendle, Neil T.; Farris, Paul W.; Pfeifer, Phillip E. & Reibstein, David J. (2017). Grandes Métricas do Marketing. Actual Editora, Coimbra, Portugal.
- Brochand, B.; Lendrevie, J.; Rodrigues, V. & Dionísio, P. (2010) Publicitor – comunicação 360o online - offline(7.^a ed.). Publicações D. Quixote, Lisboa, Portugal;
- Clow, Kenneth, E. & Baack, David, E. (2018). Integrated Advertising, Promotion and Marketing Communications, Global Edition. 8^a Ed., Pearson Education Lt., Harlow, Reino Unido.
- Crescitelli, E. & Ogden, J. (2007). *Comunicação integrada de marketing - conceitos, técnicas e práticas* (2.^a ed.). Prentice Hall.
- Fill, Chris (2009). Marketing Communications: Interactivity, communities and content. 5^a Ed., Pearson Education Lt., Harlow, Reino Unido.

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- Juska, Jerome M. (2018). *Integrated Marketing Communications: Advertising and promotion in a digital world*. Routledge, Nova Iorque, EUA.
- Kotler, P., Kartajaya, H. & Setiawan, I. (2017). *Marketing 4.0: mudança do tradicional para o digital*. Actual Editora, Coimbra, Portugal.
- Lendrevie, J., Lévy, D., Dionísio, P. & Rodrigues, J. V. (2015). *Mercador da Língua Portuguesa - teoria e prática do Marketing* (16.ª ed.). D. Quixote, Alfragide, Portugal.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: Theoretical-practical, expository and supported classes in audiovisual methods; Group work; Debate; Fieldwork; Observation of processes; Problem solving; Individual research; Case study. NOTE – the teaching methodologies will be implemented through the use of the Colibri platform and the Sigarra platform, also using other technological tools whenever necessary to promote the involvement of students and their interaction in the development of tasks and work.

Students select their assessment from the following:


Ongoing assessment

- Test: minimum score of 8 values, and worth 30% of the final grade
- Practical Work: resolution of real practical case, at the students' choice (methodology and script available); meetings with the working groups, previously scheduled and of mandatory presence including students with TE status; working group of 3 elements each; presentation and defense of the final work in the classroom of mandatory presence-will represent 65% of the final grade
- Minimum attendance: mandatory presence in the OT to be scheduled by the teacher - will represent 5% of the final grade

Non ongoing assessment: Single test - will represent 100% of the final grade (minimum score:10 values)

Final Exam- will represent 100% of the final grade (minimum grade:10 values)

CLASSIFICATION IMPROVEMENT: No activity performed in continuous evaluation is considered, and the written test is the only evaluation factor.

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, debate and case studies provide the students with the knowledge needed to intervene in services markets.

Group work, individual research and field work aim for students to be able to apply the different strategic marketing tools and techniques to the reality of the services market, to have the skills to define operational marketing policies in service markets.

Debate, observation of processes and problem solving with tutorial orientation best consolidate their knowledge.

7. ATTENDANCE

The students, including the student-workers, who opt for ongoing assessment has the obligation to fulfil the minimum class attendance.