	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing	Academic year	2021/2022				
<i>Subject</i>	Digital Marketing	ECTS	5				
<i>Type of course</i>	Compulsory						
<i>Year</i>	3rd	<i>Semester</i>	2nd	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	140	<i>Contact</i>	60
<i>Group Coordinator</i>	PhD Amândio Pereira Baía						

Planned SD

1. LEARNING OBJECTIVES

This curricular unit aims to provide students with skills for the design and implementation of digital marketing strategies. As specific objectives it is intended:

1. Describe and identify the role of Digital Marketing in the business environment;
2. Prepare Digital Marketing Plans and understand their impact on the business environment;
3. Use some applications inherent to the process of implementing a Digital Marketing Plan.

2. PROGRAMME

Chapter 1 – Digital Marketing Strategy

1.1. Introduction to Digital Marketing

- 1.1.1. Digital Marketing and Traditional Marketing
- 1.1.2. Integration of Digital Marketing in the Marketing Mix

1.2. Defining a Digital Strategy

- 1.2.1. Branding vs Performance
- 1.2.2. Conversion Funnel and Consumer Journey
- 1.2.3. Definition of Buyers Personas in Digital
- 1.2.4. Definition of Business Objectives and Notoriety
- 1.2.5. Digital marketing tools (content publishing on social networks; email marketing; e-newsletters; online advertising; online sales promotion; online event broadcasting; online/offline co-branded; performance metrics analysis)

Chapter 2 - Search Engine Optimization (SEO)

2.1. On-page SEO

2.1.1. Main advantages

2.1.2. Competition Analysis

2.1.3. Content optimization: SEO copywriting; keyword density; Like out; Image optimization

2.2. Off-page SEO

2.2.1. Define a Link Building strategy: Internal links; External Links; Anchor texts

2.2.2. References Increase in Social Media

2.2.3. Blogging and guest posts

2.2.4. Bookmarking

2.2.5. Communities

Chapter 3 – Social networks and E-mail Marketing

3.1. Social networks

3.1.1. Main platforms and their characteristics

3.1.2. Definition of a content strategy for social media

3.1.2.1. Objectives, Positions and Available Ad Formats

3.1.2.2. Definition of target audiences

3.1.2.3. Creating a campaign (tips for creativity and copies)

3.2. E-mail marketing

3.2.1. Introduction to E-mail Marketing

3.2.2. Attracting contacts: DB and main care

3.2.3. Lead Nutrition

3.2.4. Newsletters and autoresponders

3.2.5. How to build email lists

3.2.6. How To write effective emails

3.2.7. Techniques to improve open rate and conversion in Marketing

Chapter 4 – Google Ads

4.1. Google Ads – Search

4.1.1. Ad Rank: Quality Score, Ad Position and Investment

4.1.2. Structure of a Google Ads Campaign

4.1.3. Creating a Google Ads campaign for search: search network, location, language, device and keywords

4.1.4. Budget and launch strategy

4.1.5. Creating a search ad

4.2. Google Ads – Display

4.2.1. Difference between display and search campaigns

4.2.2. Different Display Campaigns

4.2.3. Segmentation of Display Campaigns

4.2.4. Creation of Display Campaigns

Chapter 5 – Google Analytics

5.1. Introduction to web analytics

5.2. Definition of goals and KPI's

5.3. Overview of accounts, users, properties, property views and filters

5.4. Convenient setup of a Google Analytics account

5.5. Associate Google Ads and Google Search Console

5.6. Explore areas of real-time, intelligence events, target audience, acquisition and behavior

Chapter 6 – Digital Marketing Plan


6.1. Separate plan vs Integrated plan

6.2. Conception, budgeting, execution and evaluation and control

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus is consistent with the objectives of the course and is intended to develop the following skills in the student:

1. Know how to prepare a Digital Marketing plan and recognize the importance of its use;

	SUBJECT DESCRIPTION	MODELO PED.013.02
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2. Know how to implement a Digital Marketing plan and monitor its implementation using some specific applications for this purpose.

4. MAIN BIBLIOGRAPHY


- Afonso, C. & Alvarez, S. (2020) Ser Digital: como criar uma presença online marcante. Casa das Letras, Lisboa, Portugal.
- Bendle, Neil T.; Farris, Paul W.; Pfeifer, Phillip E.; Reibstein, David J. (2017) Grandes Métricas do Marketing: os principais indicadores que todo o gestor deve conhecer. Actual Editora, Coimbra, Portugal.
- Faustino, P. (2011) Marketing Digital na Prática. Marcador, Lisboa, Portugal.
- Kotler, P.; Kartajaya, H.& Setiawan, I. (2017) Marketing 4.0-Mudança do tradicional para o digital. Actual Editora, Coimbra, Portugal.
- Marques, V. (2018) Marketing Digital 360 (2.ª ed.). Actual Editora, Coimbra, Portugal.
- Marques, V. (2020) Marketing Digital de A a Z. (2.ª ed.). Edição Digital 360, Portugal.
- Novais de Paula, A.; Zeferino, A.; Carvalho, F.; Gouveia, M.; Faustino, P. & Coutinho, V. (2019) Marketing Digital para Empresas (2.ª ed.). Perfil Criativo-Edições, Lisboa, Portugal.
- Rez, R. (2018) Marketing de Conteúdo: a moeda do século XXI. Marcador, Lisboa, Portugal.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodology: Theoretical-practical, expository, demonstrative and experimental classes, using multimedia presentations that will support the most expository part of the content. The most practical part of the subject will be mostly dedicated to carrying out activities to apply the contents, with group work, debate, field work, individual research and case studies, where the professor assumes the role of tutor, observing processes, remembering concepts and functionalities, providing assistance and encouraging students to refine and improve their performance.

Students select their assessment from the following:

Ongoing assessment

	SUBJECT DESCRIPTION	MODELO PED.013.02
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- Test: minimum score of 8 values, and worth 40% of the final grade
- Practical Work: the assessment of the continuous work carried out throughout the semester and the presentation and defense of the final work will represent 60% of the final grade.

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

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, case studies and debate provide the students with the knowledge needed to intervene in digital marketing area, providing them with skills to design, build and maintain an online presence;

With Group work, individual research, field work and the use of information technologies, it is intended that students are able to develop, implement and monitor a Digital Marketing plan and recognize the importance of its use;

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.