

<b>Updated On</b>	2024/10/21																															
<b>Curricular Year / Period</b>	2024/25 / S1																															
<b>Course</b>	Journalism and Communication																															
<b>Curricular Unit</b>	Organizações e Comunicação Online																															
<b>Language(s) of Instruction</b>	Português Inglês																															
<b>ECTS/tempo de trabalho (horas)</b>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>75</td> <td>150</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>30</td> <td>0</td> </tr> </tbody> </table> <p style="font-size: small; margin-top: 5px;">T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	75	150	0	60	0	0	0	0	0	30	0
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75	150	0	60	0	0	0	0	0	30	0																						
<b>Teacher in charge (GDPR consent)</b> <small>[complete name, email]</small>	Cláudia Liz De Castro Pacheco / cpacheco@ippportalegre.pt																															
<b>Prerequisites</b> <small>[Curricular Units that must precede and specific entry competences]</small>	Not applicable																															
<b>Learning outcomes</b> <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>This course aims to be a privileged space for reflection on the growing importance of the area of online communication in the organizational context in contemporary society, as well as the interdependent relationships between organizations and the surrounding environment, seeking to provide students with valid knowledge about this reality.</p> <p>On a theoretical level, students should also understand that companies and organizations in general are increasingly aware that investing in this area is a sine qua non condition for business success, both internally (employee relations) and in terms of establishing consistent and lasting relationships with the various external audiences. other organizations and with the surrounding environment. In a more pragmatic dimension, students should develop some skills in the fields of development and implementation of online communication strategies in any organization.</p>																															
<b>Sustainable Development Goals</b>	  																															
<b>Syllabus</b>	<p>I Organizational communication versus online communication</p> <p>II Evolutionary perspectives of digital marketing at the service of organizations</p> <p>III The era of experience in communication</p> <p>IV The importance of digital marketing and social networks for the modern organization</p> <p>V- Web marketing and content marketing - reflections</p> <p>VI The pillars for creating a digital identity: from identity to optimization.</p>																															
<b>Teaching methodologies (including assessment)</b> <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p><b>1 - Teaching methodologies</b></p> <p>The methodology is based on moments of theoretical presentation but mainly on moments of applied work of the students, with an increasing degree of diversity in terms of real situations, allowing them to gain experience and independence in the handling of learning objects. The evaluation will take into account the development of a group work, with application in a real context (50%) and the oral and written presentation of a critical review (50%) on a scientific article in the area of digital communication</p> <p><b>2 - Period assessment</b></p> <p>Not applicable</p> <p><b>3 - Examination assessment</b></p>																															

<b>Bibliography</b>	<p><b>1 - Main Bibliography</b></p> <p>Afonso, Carolina &amp; Alvarez, Sandra (2020). Ser Digital. Alfragide: Casa das Letras.</p> <p>Amaral, Inês (2016). Redes Sociais na internet, sociabilidades emergentes. Labcom.Covilhã.</p> <p>Carvalho, José Ricardo e Telleira, Ana Serrano (eds),(2015), Mobile and digital communication: approaches to public and private.Labcom.Covilhã.</p> <p>Khakpour, S. (2021). Social media advertising: The role of personalization in performance expectancy and customer purchase intention. [Dissertação de Mestrado, Universidade Nova de Lisboa]. Repositório Universidade Nova. <a href="http://hdl.handle.net/10362/130279">http://hdl.handle.net/10362/130279</a></p> <p>Kotler, P., Setiawan, I., &amp; Kartajaya, H. (2017). Marketing 4.0: do tradicional aodigital. 1ªed. Eio de Janeiro: Sextante.</p> <p>Kotler P., &amp; Kartajaya, H., &amp; Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. John Wiley &amp; Sons.</p> <p>Grilo, M., Guimarães, A., Lamy, S., Pacheco, C.(2024). Estratégias de comunicação e cobertura midiática da Violência Obstétrica: o caso de uma associação em Portugal. AÇÃO MIDIÁTICA, n. 27, jan./jun. 2024 Curitiba. PPGCOM - UFPR, ISSN 2238-07011. <a href="https://revistas.ufpr.br/acaomidiatica">https://revistas.ufpr.br/acaomidiatica</a></p> <p>Pacheco, C.; Carlos, H.; Grilo, M. M.; Barradas, V. (2021) Repenser les Relations Publiques en temps de pandémie : La communication numérique du Polytechnique de Portalegre. ESSACHESS - Journal for Communication Studies - Public Relations and Communications during the Covid-19 Pandemic. Vol 14, No 2(28), 101-128. Elsevier. ISSN 1775-352X. ISSN 2066-5083. DOI: <a href="https://doi.org/10.21409/6ma8-1183">https://doi.org/10.21409/6ma8-1183</a> SCOPUS(Q3)</p> <p><b>2 - Complementary Bibliography</b></p>
<b>Special Situations</b> <small>[Students with special status]</small>	<p><b>1 - Period assessment - Students with special status</b></p> <p><b>2 - Examination assesement - Students with special status</b></p>