

Updated On	2023/09/12																																
Curricular Year / Period	2023/24 / S1																																
Course	Journalism and Communication																																
Curricular Unit	Strategic Communication																																
Language(s) of Instruction	Português																																
ECTS/tempo de trabalho (horas)	<table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="8">Horas de contacto semestral</th></tr> <tr> <th>6</th><th>75</th><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></td><td></td><td></td><td>60</td><td></td><td></td><td></td><td></td><td></td><td>15</td><td></td></tr> </tbody> </table> <p>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								6	75	T	TP	PL	S	TC	E	O	OT	EC				60						15	
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Teacher in charge (GDPR consent) [complete name, email]	Rosália Isabel Duarte Rodrigues / rosalia.rodrigues@ipportalegre.pt																																
Prerequisites [Curricular Units that must precede and specific entry competences]	-																																
Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]	The Strategic Communication curricular unit has as learning objectives the acquisition of knowledge by the students of strategies that allow communication management and skills that allow students to plan and implement communication plans.																																
Sustainable Development Goals																																	
Syllabus	<p>The syllabus contents of the curricular unit are in accordance with the literature review and at the same time it is intended a link to the practical side simulating situations of strategic communication in class.</p> <ol style="list-style-type: none"> 1. Introduction of strategic communication as an ally of business management 2. Definitions of strategic business communication 3. The different forms of communication that integrate the communication plan: Advertising, Public Relations, Event Organization, Promotion of Sales and Digital Communication. 4. Integration of the types of institutional and commercial communication into a communication plan included in a strategy according to the communication needs of the organization's audiences. 																																
Teaching methodologies (including assessment) [Specify the types of assessment and the weights and evaluation criteria]	<p>1 - Teaching methodologies</p> <p>The teaching methodologies of this curricular unit integrate theoretical classes of presentation of the different theories accompanied by theoretical classes practices including practical theoretical exercises fundamental for the understanding of the concepts taught.</p> <p>2 - Period assessment</p> <p>The evaluation by frequency has a weight of 50% and evaluates the theoretical knowledge. Evaluation through work in class - 50%.</p> <p>3 - Examination assesement</p> <p>Assessment by Examination integrates all the subject taught.</p>																																
Bibliography	<p>1 - Main Bibliography</p> <p>Pessoa, S. (2010). Comunicação empresarial, uma ferramenta estratégica. Disponível na Biblioteca On-line de Ciências da Comunicação: http://www.bocc.ubi.pt.</p> <p>Hallahan, K., Holtzhausen, D., Van Ruler, B., Ver#i#, D., & Sriramesh, K. (2007). Defining strategic communication. International Journal of Strategic Communication, 1(1), 3-35.</p>																																

	<p>Argenti, P. A., Howell, R. A., & Beck, K. A. (2005). The strategic communication imperative. MIT Sloan management review, 46(3), 83-89.</p> <p>2 - Complementary Bibliography</p> <p>Zerfass, A., Ver#i#, D., Verhoeven, P., Moreno, A., & Tench, R. (2012). European Communication Monitor 2012: Challenges and competencies for strategic communication: Results of an empirical survey in 42 countries.</p> <p>Monteiro, D. (2014). Comunicação 2.0-Como o poder da web influencia decisões e desafia modelos de negócio. Leya.</p>
<p>Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>Special attention is given to students with special status during the individual assessment period. The statement of the tests is read aloud by the teacher and the questions are explained so that the student does not have doubts about what is questioned. You may have more time to resolve the statement if you need to. The evaluation by frequency has a weight of 60% and evaluates the theoretical knowledge. Evaluation through work in class - 40%.</p> <p>2 - Examination assesement - Students with special status</p> <p>Special attention is given to students with special status during the individual assessment period. The statement of the tests is read aloud by the teacher and the questions are explained so that the student does not have doubts about what is questioned. You may have more time to resolve the statement if you need to. Assessment by Examination integrates all the subject taught.</p>