

## Summer School Lisbon Syllabus

**Subject:**

**TRENDS IN DIGITAL MARKETING**

**Lecturers:**

**João Faria Gomes**

Holds a M.A. in Business Administration (honors) from Universidade Católica Portuguesa de Lisboa and is a guest professor at ISCTE-IUL/Portugal since 2004. Teaches Brand Management, Brand Strategy, Brand Design and Innovation & Creativity in several Master and Bachelor programs. Since 2007, João coordinates the Brand Management Programs at INDEG-ISCTE. João Faria Gomes is a business consultant with extensive experience in brand strategy, brand identity, communication programs and change management. Since 2000, João has worked in a number of sectors helping clients develop their businesses through brand development and culture change projects. He worked for clients such as NOS (Portugal) Vivo (Brasil), Oi (Brasil), Portugal Telecom, PT Multimedia, Oni, Oniway, Optimus, Airtel (in India), EDP, Sovena, Dot One, Angola LNG (Angola) and AmBev (Brasil). João was a Marketing Manager in Unilever after experiences in both sales and marketing departments. João was also involved in some entertainment musical projects in Portugal, working along with Universal Music and Sony Music. He won a few gold records by developing, managing and producing a few bands there.

**Daniela Langaro**

Holds a PhD. in Marketing (ISCTE-IUL/Portugal) and an MA in Business Administration (FGV-SP/Brazil). She is currently a visiting professor in marketing at ISCTE-IUL and Catolica Lisbon School of Business and Economics and lecturer at Vlerick Business School (BE). Her considerable multicultural experience on running innovation projects was built along the years that she worked with Procter and Gamble in Brazil, Unilever in Netherlands, Angelini Pharmaceuticals and Danone in Portugal. She is specially experienced and passionate for concept ideation and marketing mix development – two of the most fundamental steps for breakthrough innovations. Next to innovation, her scope of research interests involves customer relationship marketing, social media and consumer behaviour.

**Course Structure:**

<b>Course Title:</b> TRENDS IN DIGITAL MARKETING
<b>Department:</b> Marketing, Operations and General Management
<b>Target:</b> Bachelor or Master students

<b>Pre-requisites:</b> None
<p><b>Objectives:</b></p> <p>At the end of this course, students should:</p> <ul style="list-style-type: none"> <li>LG1 – Understand scope of Digital Marketing</li> <li>LG2 – Understand how to co-ordinate Business Strategy with Digital Marketing</li> <li>LG3 – Understand the available digital marketing tools and how to use them in a creative way</li> </ul>
<p><b>Programme:</b></p> <p>PC1 – Digital marketing overview</p>

- Brand management fundamental concepts
- Co-ordination between brand strategy and digital marketing
- Types of strategies

PC2 – Strategies and Digital marketing tools applied to:

- Communities
- Publishing and advertising Entertainment
- Commerce

PC3 – Final project

**Assessment:**

The evaluation is based on the following components and respective weights:

- Participation in class (15%);
- Final Project: (45%);
- Individual project (40%).

**Teaching Method:**

Classes have a theoretical and practical content.

Most subjects are presented through small cases and short exercises, some of these cases are solved using Excel spreadsheets.

**Reading:**

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

**References:**

- Chaffey, D and Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and Practice, Pearsons, 5a Edição.
- Tuten, T. and Solomon, M.R. (2015) Social Media Marketing. Sage Publications.
- Laudon, K.C. and Traver, C.G. (2014). E-commerce Essentials. Prentice Hall