

Summer School Lisbon Syllabus

Subject:

DIGITAL MARKETING AND CUSTOMER EXPERIENCE

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 Católica 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. Daniela has researched new technologies along last years with special attention to VR, AR, Chatbots and Generative Advertising.

Course Structure:

Course Title: DIGITAL MARKETING AND CUSTOMER EXPERIENCE
Department: Marketing, Operations and General Management
Target: Bachelor or Master students

Pre-requisites: None
Objectives: At the end of this course, students should: LG1 – Understand the scope and role of Digital Marketing and Customer Experience (CX) Explain how digital channels, platforms, and data shape the end-to-end customer journey and overall brand experience.

<p>LG2 – Align business strategy with digital marketing and CX strategy</p> <p>Translate organisational goals into integrated digital marketing + CX priorities (e.g., acquisition, retention, loyalty, advocacy), balancing value creation for customers and performance for the firm.</p> <p>LG3 – Design and optimise customer journeys using digital marketing tools and CX methods</p> <p>Select and apply key tools (e.g., paid/owned/earned media, CRM, marketing automation, analytics, experimentation) together with CX practices (e.g., journey mapping, service blueprinting, VOC, CX metrics) to improve experiences across touchpoints.</p>
<p>Programme:</p> <p>PC1 – Digital Marketing & Customer Experience overview</p> <ul style="list-style-type: none"> • Scope of Digital Marketing + CX • Brand strategy aligned with digital and the customer journey <p>PC2 – Strategies and tools applied across the journey</p> <ul style="list-style-type: none"> • Acquisition & engagement (content, social, paid) • Conversion & commerce (CRO, e-commerce) • Retention & loyalty (CRM, automation, community) <p>PC3 – Final project</p>
<p>Assessment:</p> <p>The evaluation is based on the following components and respective weights:</p> <ul style="list-style-type: none"> • Participation in class (15%); • Final Project: (45%); • Individual project (40%).
<p>Teaching Method:</p> <p>Classes have a theoretical and practical content.</p> <p>Most subjects are presented through small cases and short exercises, some of these cases are solved using Excel spreadsheets.</p>
<p>Reading:</p> <p>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.</p>
<p>References:</p> <ul style="list-style-type: none"> • Chaffey, D and Ellis-Chadwick, F. (2025) Digital Marketing: Strategy, Implementation and Practice, Pearsons, 9th. Edition. • Ada Maria Barone, & Emanuela Stagno. (2023). <i>Artificial intelligence along the customer journey: A customer experience perspective</i>. Palgrave Macmillan. https://doi.org/10.1007/978-3-031-48792-7