UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Communication (V1009)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To offer students a set of tools that will allow them to communicate appropriately in the most diverse media and explore the most recent theories of mass communication and with great impact on our society.

15. Specific Objectives

(i) Sharing of good practices and specificities of communication developed in the corporate, advertising, social networks and Public Relations context. (ii) To understand the impact of contemporary communication theories on the emission and reception of messages.

16. Skills to be acquired

Knowledge of different communication techniques to be developed according to the medium and the target audience, as well as a broad perception about the current theories that address mass communication.

17. Teaching Methodology

The teaching method is developed from a theoretical emphasis to a practical component, based on theoretical-practical classes and tutorials and includes the following pedagogical instruments: teacher presentations, analysis and discussion of texts, practical exercises, applied research work, with subsequent presentation and discussion in the classroom.

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18. Course Unit Program

1. Communication Theories
* Networked Society
* Mediatization
* Technological Mediation of Interpersonal Communication
* Net Generation
* Platform Society
2. Communication Workshop
* Written communication: techniques and good practices (online and offline)
* Corporate communication and PR
* Advertising communication
* Radio communication
* Communication on social networks

19. Assessment Methods

2 Continuous Assessment Tests + Practical Work

20. Didactic Resources

Bibliography, multimedia materials

21. Sustainability Objectives

SDG 4, SDG 8, SDG 12

22. Keywords

Communication
Marketing
Creative Writing
Theories

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23. Main Bibliography

Author(s):	Izidoro Blikstein		
Title:	Técnicas de Comunicação Escrita		
Edition:	2	Year:	2016
Local:			
Publisher:	Editora Contexto		

Author(s):	Mauro Wolf		
Title:	Teorias da Comunicação		
Edition:	3	Year:	1994
Local:	Lisboa		
Publisher:	Editorial Presença		

Author(s):	Stephen W. Littlejohn		
Title:	Fundamentos Teóricos da Comunicação		
Edition:	1	Year:	1982
Local:			
Publisher:	Zahars Editores		

24. Complementary Bibliography

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMUNICAÇÃO': Academic Year 2023/2024
Autor / Author	Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA
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