UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Communication

Academic Year 2026/2027

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 MANUEL ALBERTO RAMOS MAÇÃES

12. Assistants

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

13. Teaching Language

Portuguese

14. General Objectives

1. Explain communication and the significance of organizational communication.
2. Describe the components of communication.
3. Identify the common forms of written and oral communication.
4. Explain the directions that make up the formal communication network.
5. Communicate ethically.
6. Plan, conduct, and participate in a business meeting.
7. Knowing how to compose a persuasive message.
8. Determine an appropriate report structure.
9. Plan and organize a presentation.

15. Specific Objectives

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

16. Skills to be acquired

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1. Apply written and oral communication techniques in organizational contexts:
2. Critically analyse barriers and ethical dilemmas in business communication;
3. Plan and conduct meetings, presentations, and persuasive messages;
4. Integrate classical and modern communication theories in diagnosing organizational problems;
5. Evaluate communication strategies in marketing, public relations, and social media contexts.

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.

18. Course Unit Program

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1. Principles of Communication
1.1. What is communication?
1.2. What is strategy?
1.3. What is strategic communication?
1.4. The communication process
1.5. The importance of feedback in the communication process
1.6. Forms of communication
1.7. Verbal and non-verbal communication
1.8. Barriers to effective communication
2. Organizational Communication
2.1. The importance of organizational communication
2.2. Values and ethical communication behaviors
2.3. Ethical dilemmas in organizational communication
3. Classical Theories of Communication
3.1. Classical perspective
3.2. Human relations theory
3.3. Contingency theory
3.4. Systemic theory
4. Modern Theories of Communication
4.1. Rethinking the organizations
4.2. Rethinking communication
4.3. Representative modern theories
5. Interpersonal and Relational Communication
5.1. Formal and informal communication
5.2. Communication with an organization's environment
5.3. Types of external stakeholders
5.4. Public relations and marketing
6. Leadership and Management Communication
6.1. The importance of leadership and management communication
6.2. Theories of leadership and management
6.3. Distinction between leadership and management
6.4. Leadership and management challenges
7. Strategic Communication
7.1. Public relations and marketing
7.2. Sales and customer service
7.3. Risk communication and communication in times of crisis
7.4. Integrated marketing communication
8. The Impact of Technology in Organizations
8.1. Innovation in organizations
8.2. Benefits of technology on organizational outcomes
8.3. Knowledge management
8.4. Creating human connections in the age of artificial intelligence (AI)

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9. Stress, Conflict, and Negotiation
9.1. Stress and conflict
9.2. Negotiation
10. Reports and Proposals
10.1. Principal types of reports
10.2. Planning reports and proposals
10.3. Writing an compeling reports and proposals
11. Presentations and Audio-visual Technologies
11.1. Developing presentations in a social media environment
11.2. Enhancing presentations with slides and other visuals
12. Writing Job Messages and Conducting Job Interviews
12.1. Building careers and writing resumés
12.2. Applying and interviewing for employment

19. Assessment Methods

The Supplementary Regulations on the Assessment of Knowledge and Skills currently in force shall apply. Continuous assessment must include oral assessments spread throughout the academic term and a final written assessment, both weighted at a factor of 3; it may also include individual or group assignments, weighted at a factor of 2, as well as other assessment elements, in accordance with the terms and weightings defined in the regulations and in the relevant Continuous Assessment Plan.

20. Didactic Resources

Slides
Bibliography
Multimedia materials
Scientific articles on communication
Case studies

21. Sustainability Objectives

SDG 4 - Quality education: develops communication literacy and integrated marketing communication skills, essential for foundational training.
SDG 8 - Decent work and economic growth: promotes professional communication (meetings, presentations, persuasive messages), enhancing employability and collaboration with markets.
SDG 12 - Sustainable production and consumption: encourages responsible communication (advertising ethics, transparent messages) and good practices in content and channels.

22. Keywords

Communication
Marketing
Creative writing
Communication theories

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23. Main Bibliography

Author(s):	Pamela Shockley-Zalabak		
Title:	Fundamentals of Organizational Communication: Knowledge, Sensitivity, Skills, Values		
Edition:	9th Edition	Year:	2015
Local:	New Jersey		
Publisher:	Pearson Education		
ISBN Code:	978-0-205-98030-7		

Author(s):	Clow, K. & Baack, D.		
Title:	Integrated Advertising, Promotion, and Marketing Communication		
Edition:	9th Global Editior	Year:	2022
Local:	England		
Publisher:	Pearson Education		
ISBN Code:	978-1- 292-41121-7		

Author(s):	Bovée, C. & Thill, J.		
Title:	Business Communication Today: Creating Human Connections in the Age of AI		
Edition:	16th Edition	Year:	2025
Local:	New Jersey		
Publisher:	Pearson Education		
ISBN Code:	978-0135354520		

24. Complementary Bibliography

Author(s):	Mações, M. & Román-Portas, M.		
Title:	The Effects of Org. Commun., Leadership, and Employee Commit. in Org. Change in the Hosp. Sector		
Edition:	Commun. & Soci	Year:	2022
Local:	Pamplona, Spain		
Publisher:	Universidad de Navarra Nº (35)2, 89-106		
ISBN Code:	ISSN 0214-0039		

Author(s):	Mações, M. .		
Title:	Liderança, Motivação e Comunicação		
Edition:	1ª edição	Year:	2017
Local:	Coimbra		

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