UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Markets and Publicity

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Markets and Publicity (V1013)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st 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 MÓNICA MONTES MENDES ROCHA FERREIRA

13. Teaching Language

Portuguese

14. General Objectives

1- Learning Marketing Communication and Advertising concepts and techniques.
2. Integrated marketing communications
3. Planning and management of advertising campaigns
4. Digital, mobile, and alternative marketing
5. Integrated marketing communications promotional tools

15. Specific Objectives

The aim is for students to acquire a fundamental knowledge of the concepts and techniques of Marketing Communication and Advertising, as well as knowledge of creative processes in the context of Advertising.

16. Skills to be acquired

Develop skills that will enable them to create a briefing on an advertising campaign for a communications agency; design and implement an advertising plan; design creative advertisements.

17. Teaching Methodology

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. In the theory-practice classes, the expository method will be used, with the use of audiovisual means and supporting texts.
. In the tutorial orientation classes, the students' doubts will be clarified, scientific articles will be discussed, and case studies will be examined.
. Individual work and a group project on a theme and methodology to be presented by the teacher will be developed.
. Extracurricular activities will be carried out according to availability.

18. Course Unit Program

1. Integrated marketing communications
2. Brand management
3. Buyer behaviors
4. The integrated marketing communications planning process
5. Advertising campaign management
6. Creative strategies in advertising
7. Traditional Media Channels
8. Direct Marketing vs Digital Marketing
9. Social Media
10. Alternative Marketing
11. Database and Direct Response Marketing and Personal Selling
12. Sales Promotion Management
13. Public Relations and Sponsorship Programs
14. Relations and Ethical Concerns
15. Evaluating an Integrated Marketing Program

19. Assessment Methods

The continuous assessment will consist of the completion of 2 written tests (weight 3), individual work, and a group project (4/5 students) (weight 2.5), on a topic to be presented by the teacher.
The final classification will result from the following weighting:
. Continuous assessment - 60%
. Frequency exam - 40%

20. Didactic Resources

Slides provided by the teacher
Recommended bibliography
Case studies
Practical exercises
Different multimedia contents

21. Sustainability Objectives

SDG 4 - Quality Education: promotes technical and creative skills in the field of advertising and communication, essential for qualified employability in the sector.
SDG 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
SDG 9 - Sustainable Development: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
SDG 12 - Sustainable production and consumption: encourages critic

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22. Keywords

Marketing
Advertising
Communication
Creativity
Advertising campaigns

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23. Main Bibliography

Author(s):	Kenneth E. Clow & Donald Baack		
Title:	Integrated Advertising, Promotion and Marketing Communications		
Edition:	9th Edition	Year:	2022
Local:	USA		
Publisher:	Pearson Education		

Author(s):	George E. Belch,& Michael E. Belch		
Title:	Advertising and Promotion: An Integrated Marketing Communications		
Edition:	12ª Edition	Year:	2020
Local:	New York		
Publisher:	McGraw-Hill		

Author(s):	Ze Zook & P.R. Smith		
Title:	Marketing Communications: Offline and Online Integration, Engagement and Analytics		
Edition:	6th edition	Year:	2016
Local:	London		
Publisher:	Kogan Page		

24. Complementary Bibliography

Author(s):	Andrews T. & Shimp, A.		
Title:	Advertising, Promotion, and other aspects of Integrated Marketing Communications		
Edition:	10th Edition	Year:	2018
Local:	USA		
Publisher:	Cengage Learning		

Author(s):	Dionísio, P, Rodrigues, V., Guerreiro, J., Canhoto, R & Faria, H.		
Title:	AI_NOVATOR		
Edition:	1º Edição	Year:	2024
Local:	Lisboa		
Publisher:	Bdertrand Editora		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PUBLICIDADE E MERCADOS': Academic Year 2025/2026
Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
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