DIGITAL MARKETING

Academic Year: **2017/2018**   **Term: 1st Trimester**

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Instructor(s): Ricardo Tomé

Contact(s) and Office hours: rictome@gmail.com

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Biography:

Chief Digital Officer at TVI / Media Capital, PRISA Group, managing the strategy and operations for the company brands in all digital territories: TVI, TVI24, IOL, MaisFutebol, SELFIE, SPOT+, etc. Having a special focus on the mobile and multiscreen solutions for TV Shows (Rising Star, MasterChef, SecretStory) as well as OTT platform (TVI PLAYER), video strategy and partnerships: Google & YouTube, Facebook, Twitter, MEO, Vodafone, NOS, Endemol/Shine, among others. Was a pioneer on using Social Media for boosting awareness and interactivity for TV and Radio (5 Para a Meia-Noite, The Voice Portugal) and also part of the team who launched the first second-screen app in Portugal – "5i". With a Diploma by New Media Technology College of Dublin in "Interactive Television & New Media", a degree in "Marketing & Advertising" and an Executive Master in "Management and Leadership", is also a teacher in several executive courses on Social Media, Digital Branding and eCommerce.

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Course overview and objectives:

Through this course students will be able to better understand the shift from traditional marketing to digital, as well as reinforce the role of marketing basics for todays approach into the future. Along the journey we'll build and train skills and experiment tools for implementing a strategy in digital, no matter if it's a Startup or a Nº1 Worldwide Top Brand product. This course will provide practical ways to approach digital, such as personas design, as well as to understand and leverage the power of communities and the role of social media platforms. In a digital world where the duopoly Google and Facebook is getting even tougher, we'll go through a framework to better design and implement a digital strategy, especially in web 2.0 platforms, as well as what ad formats brands use to communicate and reach their targets with more effectiveness. Finally, students will take a look into the near future and what will matter most for marketeers and brands in the new 3.0 era.

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Course Content:

Marketing Fundamentals & Mkt Mix	Social Media Dashboard
Web 1.0 vs 2.0	Multi-Screen World
Identity Prism applied to Digital	Expanding digital presence for social media
The role of the hemispheres: rational vs emotional	Main social media platforms and their role for brands
Key data on digital ecossistem	POEM approach
Mkt 3.0	Types of communities
The Real-Time Marketing	eCommerce
Social Media War	ePayments
Main KPIs used on web, video and social	Wearables

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Required background:

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Grading:

20% individual writing participation in class

50% Group Project

30% Individual assessment /exam

Group Project:

Groups will have a brand and product to work on, and based on that will have to:

Study what direct competitors are doing

Analyze the industry and support on which direction it is moving

Recommend the approach on digital for the brand, from web to social to eCommerce

Determine and define the key personas for each digital channel

Demonstrate that understand and know how to structure a digital marketing strategy

Connect objectives to which KPIs must be evaluated

Individual Writing Participation in Class:

There will be a shared article for previous reading and analysis. On the next class a short debate will follow and according to specific topics of Digital Marketing given by the professor each student will then write and share his analysis on the topic discussed on the article and class.

Individual Assessment / Exam:

There will be given info by the professor around a specific situation of a brand and its digital presence, so that each student can read and elaborate on what might be working right and wrong, and why. This will be written format, on a previously marked day/hour on calendar,

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Bibliography:

"Social Media Metrics - How to measure and optimize your marketing investment", Jim Sterne
"The New Community Rules: Marketing on the Social Web", Tamar Weinberg
"Socialnomics: How Social Media Transforms the Way We Live and Do Business", Erik Qualman
"Tribes", Seth Godin
"Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web", Brian Solis

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Extra Costs (case studies, platforms...):

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Miscellaneous information:

Groups must be formed of 3 or 4

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Code of conduct and ethics:

Católica Lisbon School of Business and Economics is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. A crucial element to achieve these goals is the creation and maintenance of an atmosphere contributing to learning and personal growth for everyone in the community. The success of CATÓLICA-LISBON in attaining its goals and in maintaining its reputation of academic excellence depends on the willingness of its members, both collectively and individually, to meet their responsibilities.

Along with all the other members of our community, students are expected to follow professional standards and CATÓLICA-LISBON standards of Academic Integrity. Some details should be mentioned here: Please arrive on time for class with uninterrupted attendance for the duration of the class. Signing attendance sheet for anyone else in the class constitutes fraud and a violation of the CLSBE code of

conduct. Use of computers and other electronic devices during the class is not allowed, unless expressly requested by the instructor of the course. Students who persistently act in a disruptive and disrespectful manner during the class session may be invited to leave.

Students are expected to behave at all times according to the fundamental principles of academic integrity, including honesty, trust, fairness, respect, and responsibility. In particular,

a) In **individual graded assignments** of any type, students may not collaborate with others or use any materials without explicit permission from the instructor of the course;

b) In **group assignments and reports**, all students listed as authors shoud have performed a substantial amount of work for that assignment;

c) It is dishonest to fabricate or falsify data in experiments, surveys, papers, reports or other circumstances; fabricate source material in a bibliography or "works cited" list; or provide false information in other documents in connection with academic efforts;

d) **Plagiarizing**, i.e. "to steal and pass off the ideas or words of another as one's own and or to use another's production without crediting the source" (Merrian-Webster Dictionary) is an Academic Integrity breach. It can be avoided by using proper methods of documentation and acknowledgement. Visit this guide for additional resources on how to avoid plagiarism in your written submissions http://en.writecheck.com/plagiarism-guide

e) In **exams** students must not receive or provide any unauthorized assistance. During an examination, students may use only material and items authorized by the faculty. Use of smartwatches or other communication devices is not permitted during the exam.

Academic integrity breaches will be dealt with in accordance with the school's code of Academic Integrity: https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf

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