



CATÓLICA
CATÓLICA PORTO
BUSINESS SCHOOL

PORTO

EXECUTIVE PROGRAMME
DIGITAL MARKETING & STRATEGY
TOOLS

PROGRAMME DIRECTORS



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“ Given the influence of the online market in today's world, digital marketing is crucial for organisations. As it is constantly changing, resource capacity building is required in relation to tools, solutions and strategies in order to ensure results. This programme provides digital marketing know-how, covering operational plans, which are best developed by adopting a hands-on approach, in terms of implementing, measuring and evaluating the return on investment for the organisation.

TARGET AUDIENCE

This programme is aimed at participants who strive to enhance their skills in the field of digital marketing, from planning to implementation, with a focus on creating campaigns, using basic tools and measuring results.

GOALS

The programme offers a multidisciplinary perspective of the environment in which companies operate, equipping participants with skills in the area of digital marketing, in the form of trends, techniques and results.

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STUDY PLAN

CURRICULAR UNITS	HOURS	PROFESSORS
Opening of the Programme - Welcome session	3	André Alves and Susana Costa e Silva
Strategy & Planning in the Digital Marketing Landscape	6	André Alves
Content Marketing: Creation to Dissemination	6	Catarina Pestana
Content Marketing: Creation to the Dissemination Lab	3	Catarina Pestana
Social Media Marketing: Channels, Goals & Analysis	3	André Alves
Social Media Marketing Campaigns Lab	3	André Alves
E-Commerce: From Implementation to Practice	6	Vera Maia
Digital Analytics: Techniques and Data Driven Marketing	3	Márcio Miranda
Google Analytics Lab	3	Márcio Miranda
Search Engine Advertising: : Improving Traffic to Sales	3	Luís Cordeiro
Search Engine Optimisation Keywords & Content Lab	3	Luís Cordeiro
Google Search & Display Ads	6	Sofia Graça
Influential Marketing: Definition and Guidance for Successful Collaboration	3	Susana Costa and Silva
Total	51	

EXECUTIVE COORDINATION

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SCHEDULE

Mondays and Wednesdays from
18h30 to 21h30

START DATE: MARCH 2024

DURATION: 51 HOURS | 3 MONTHS

INVESTMENT: 2.500 €

ACCESS TO THE CAREER AND DEVELOPMENT OFFICE



ADVISORY



**JOB
PLATFORM**



**CAREER
EVENTS**



COUNSELLING



**CAREER
SESSIONS**

SPECIAL CONDITIONS

Partners, affiliated entities and companies associated with Católica Porto Business School and its employees, as well as former students of Universidade Católica Portuguesa, benefit from a 10% discount.

A 10% discount is offered when two people enrol from the same organisation, or 15% for three or more enrolments.

Discounts are not cumulative.

*Special payment conditions will be assessed on a case-by-case basis with the CPBS team.

The information in this brochure, even if correct at the time of production, is not binding.

For more information about Católica Porto Business School's educational offer and general conditions, please visit:
www.catolicabs.porto.ucp.pt

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