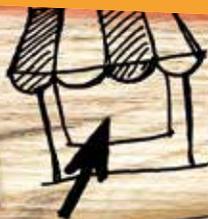


HIGHER TECHNICAL PROFESSIONAL COURSES

DIGITAL MARKETING

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DIGITAL MARKETING

COORDINATOR

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CONTACT DETAILS

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This Higher Technical Professional Course is a vocational training course taught as part of polytechnic higher education and lasts 4 semesters, corresponding to 120 ECTS.

The course is organised into general and scientific training, technical training and on-the-job training (internship), and each student is awarded with a **Higher Technical Professional Diploma at level 5 of the European Qualifications Framework for Lifelong Learning**.

1. Professional profile

The Higher Technical Professional Course in Digital Marketing aims to train professionals **who are able to establish, execute and supervise** the different technical and relationship aspects of electronic commerce, social networks and blogs, creating and managing content, e-mail and all instant communication media. Based on integrating skills, these professionals are also able to co-define digital strategies consistent with the organisation's values and mission, manage digital communication campaigns and handle the suitable indicators for monitoring their performance.

2. Professional opportunities

Mid- and high-level staff for managing digital marketing, social networks, brands, online campaigns, online content; media analyst in advertising agencies and digital marketing; digital marketing manager at companies that use online media to create, maintain and maximise their relationships with customers and to promote (new) products and services; digital marketing manager at (public or private) organisations that already use or intend to start using the internet to create business opportunities in the domestic and global markets; digital marketing manager at public or private not-for-profit organisations whose missions require an active presence on social networks.

3. Entry requirements (one of the following)

- 3.1 Having completed a **secondary education course** qualification or a legally equivalent qualification.
- 3.2 Having passed the special exams for assessing capacity to attend higher education for **people over 23** (Decree-Law no. 64/2006 of 21 March).
- 3.3 Holding a technological specialisation diploma, a higher technical professional diploma or a higher education qualification.

4. COURSE STRUCTURE

YEAR 1 - 60 ECTS

	Course units	Sem.	Contact hours	ECTS
General and scientific training	Communicating in the Portuguese Language	1	50	5
	Human Behaviour in Organisations	1	50	5
	Economic and Social Culture	1	50	5
	Technical English	1	50	5
	Business Organisation and Management	1	50	5
Technical training	Fundamentals of Marketing	1	50	5
	Digital Channels	2	60	6
	Web Communication	2	60	6
	Development of Digital Products	2	50	5
	Law on the Web	2	40	4
	Digital Marketing	2	50	5
	Quantitative Methods	2	40	4
			600	60

YEAR 2 - 60 ECTS

	Course units	Sem.	Contact hours	ECTS
Technical training	Electronic Commerce	1	60	6
	Mobile Marketing	1	60	6
	Multimedia Lab	1	40	4
	Search Engine Optimisation	1	50	5
	Content Management Systems	1	50	5
	Seminars (Entrepreneurship and Creativity)	1	40	4
On-the-job Training	On-the-job Training – Internship (750 hours)	2		30
			300	60
		Total	900	120

FOR FURTHER INFORMATION

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Exclusive conditions

- Extensive parking on campus.
- A comfortable, welcoming environment throughout the campus.
- Easy access by public transport, particularly the metro at ISMAI station.
- An environment with new technologies and sport, improved with the construction of a new, state-of-the-art sports complex.

Address

Avenida Carlos de Oliveira Campos
Castêlo da Maia
4475-690 Maia

Telephone number: (+351) 229 866 026

E-mail: info@ipmaia.pt



Metro/Line C - ISMAI

5. Continuing studies – Bachelor's degrees

- 5.1 The application by holders of Higher Technical Professional Diplomas to attend IPMAIA Bachelor's degrees is subject to the conditions established by the institution body that is competent to do so in accordance with the law and the statutes. Depending on the Higher Technical Professional Course and Bachelor's degree, these conditions may establish the need to pass a specific IPMAIA admission exam, or allow the exemption to perform such an exam.
- 5.2 Credits acquired on the Higher Technical Professional Course may be transferred to a Bachelor's degree programme when continuing studies.

Observations

- a) Students who intend to apply for an IPMAIA Bachelor's degree course and must sit the specific admission exam will receive suitable preparation during the teaching of the Higher Technical Professional Course.

