

Course unit title: COMMUNICATION SKILLS**Course unit code: 1-1-02****Type of course unit:** compulsory**Level of course unit:** first cycle**Year of study:** 1st**Semester:** 1st**Number of ECTS credits allocated:** 3 ECTS**Name of lecturer:** Margarida Rendeiro**Objectives**

The Communication Skills discipline in the Marketing Management degree, has a multidisciplinary application, considering that it gives the students the skills which, throughout their academic life, and in the short term, throughout their professional career, they will need to be able to use verbal communication in an effective and unequivocal manner in the various company contexts.

Learning outcomes of the course unit

- Efficiently use the Curriculum Vitae;
- Develop communication skills for different publics;
- Create appealing audiovisual supports, adequate to the different presentations for distinct company contexts;
- Produce different written documents related with the business world within a global perspective.

Mode of delivery: face-to-face**Prerequisites and co-requisites:** none**Recommended optional programme components:** none**Course contents**

- 1. The Curriculum Vitae
 - 1.1. Planning and Adapting the CV
 - 1.2. The Job Interview
- 2. Oral Communication Skills
 - 2.1. Business Situations
 - 2.1.1. Meetings
 - 2.1.2. Presentations
 - 2.1.3. Conferences
 - 2.1.4. TeleMarketing
 - 2.2. Expression Skills
 - 2.2.1. Voice
 - 2.2.2. Body Language
 - 2.2.3. Addressing Different Audiences
- 3. Written Communication Skills
 - 3.1. Multimedia
 - 3.2. Mailings
 - 3.3. Business Letters
 - 3.4. Minutes
 - 3.5. Reports and Newsletters

Recommended Reading:

- Campbell, John. Técnicas de Expressão Oral. Editorial Presença, Lisboa, 1993
- Collins, John. Apresentações Perfeitas. Ed. Livros e Livros, Londres, 2001
- Howard, Simon. Como Elaborar um Currículo. Civilização Editora, Lisboa, 2000
- Medeiros, João Bosco. Técnicas de Redacção. Editora Atlas, S. Paulo, 1988
- Rego, Arménio e Miguel Pina e Cunha. Comunicar. Dom Quixote, Lisboa, 2005
- Templeton, Melodie e Susan Sparks Fitzgerald. Como Falar em Público. Mc Graw Hill, Lisboa, 2001
- Westphalen, Marie-Helène. A Comunicação na Empresa. Edições Rés, Porto

Planned learning activities and teaching methods: Practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese