

Course unit title: EVALUATION OF STRATEGIES FOR BUSINESS COMMUNICATION

Course unit code: 1-1-05

Type of course unit: compulsory

Level of course unit: second cycle

Year of study: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer:

Objectives

For each company, it is important to measure the return of the communication plan. Of all organizational resources, the communication should be highlighted as one of the key factors of success (or failure) of the business strategy, indispensable to be built and able to add value will conquer market competitiveness. For this, it must analyze the effectiveness of communication in every moment of the life of a company. For the competitiveness of a company, there must be a plan for effective and efficient communication. Still, the perception of communication as a strategic factor is very recent and difficult to measure the return values, it has been an increasingly strong trend in business (small, medium, or large). Therefore, the course aims to inform students and technicians on the importance of empirical analysis of the effectiveness of business communication.

This subject is an introductory approach on the methods of collecting information about the business communication (the media, the message, and the responses of consumers), since students need to identify the types of information and adequate data on which must be implemented statistical analysis. Simultaneously, they should also identify and distinguish the qualitative data of the quantitative data and the consistency of these data with identifying the strategic objectives of communication.

This course enables students to acquire the conceptual tools, methodologies and techniques that allow them to identify the information needed to evaluate the communication plan. It illustrates the main statistical techniques to define solutions and ways to assess the communication plan of a company and to solve each problem on the effectiveness of marketing communication for different consumers and business situations.

At the end of the Discipline is supposed that students have acquired skills and autonomy in these areas. Students and technicians will evaluate the commercial communication of every type of company and may also identify the means that is effective but the company's strategy. For each company, it is important to measure the return of the communication plan. Of all organizational resources, the communication should be highlighted as one of the key factors of success (or failure) of the business strategy, indispensable to be built and able to add value will conquer market competitiveness. For this it must analyze the effectiveness of communication in every moment of the life of a company. For the competitiveness of a company, there must be a plan for effective and efficient communication. Still, the perception of communication as a strategic factor is very recent and difficult to measure their return values in it, has been an increasingly strong trend in business (small, medium, or large). Therefore, the course aims to inform both students and technicians.

Learning outcomes of the course unit

- Evaluate the methods most suitable for the collection of information on a communication plan.
- Planning a questionnaire to collect information about the business communication.
- Define qualitative and quantitative data of business communication.
- Exploratory data using statistical techniques of estimation and inference.
- Illustrate the main statistical techniques that can be applied in the analysis of the evaluation of a communication plan.
- Apply the concepts of Exploratory Data Analysis in real contexts, taking into account the methodologies of survey and sampling.
- Implement statistical analysis to define paths and solutions to problems related to the effectiveness of marketing communication for different consumers and business situations.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Content Analysis;

Introduction to empirical research.

Collection and analysis of data on marketing communication plan;

Important variables in the communication plan of the company;

Descriptive analysis of variables of the marketing communication plan;

Statistical analysis to evaluate the effectiveness of the communication plan business

Summaries on how to implement models to estimate the effectiveness of business communication

Recommended Reading

- Pereira, A. (2004): *SPSS – Guia Prática de Utilização*, Edições Sílabo.
- Reinard, J. C (
- Hill, M. M. (2000): *Investigação por Questionário*, Edições Sílabo.
- Murteira, B. (1993): *Análise Exploratória de Dados – Estatística Descritiva*, McGraw-Hill.
- Reis, E., P. Melo, R. Andrade, T. Calapez (2003): *Estatística Aplicada*, Vol. 1, 4ª Edição, Edições Sílabo.
- Reis, E., P. Melo, R. Andrade, T. Calapez (2003): *Estatística Aplicada*, Vol. 2, Edições Sílabo.
- Reis, E., P. Melo, R. Andrade, T. Calapez (2003): *Exercícios de Estatística Aplicada*, Vol. 1, Edições Sílabo.

Planned learning activities and teaching methods: Theoretical-practical lessons

Language of instruction: Portuguese/English