

TCC: Strategic Communication (Brands and Culture)

Course Description

Taking new approaches in consideration like cultural branding and tribal marketing, we review how cultural analysis can inform a strategic process within organizational communication practices. From understanding audiences – their perceptions and behaviors – to building coherent messages to achieve institutional goals and mission.

1. Strategic Communication: context and disciplinary questions.
2. Branding, Marketing and Advertising: concepts, objectives and approaches.
3. Analysis Methods: textual analysis; semiotics; content analysis; multimodality.
4. Chief Culture Officer and Communication: the professional of cultural analysis within a context of organizational strategy.
5. Cultural Strategy and Branding: the analysis of strategic narratives and the generation of myths and cultural expressions.
6. Tribal Branding and Marketing: a new strategic segmentation of audiences and lifestyles (from tribes do subcultures and communities of practice).
7. Design of applied projects in strategic communication.

Grading and Assessment

Each seminar session will be divided into three moments. The first moment will be dedicated to the discussion of previously prepared texts, providing debates and the confrontation of ideas, as well as the deepening of fundamental topics. In the second moment takes place the presentation of theoretical frameworks of concepts and methods for application in the development of research, as well as the discussion of case studies that illustrate their application. Finally, in the third moment, students develop and discuss assignments, or present their work in groups, benefiting from a close articulation with the teacher and with the other colleagues.

Evaluation:

Project: 40%

Participation in Class Activities and Case Studies: 40%

Written Knowledge Test: 20%

Bibliography

- ASKERGAARD, S. and D. Kjeldgaard (2002), "The Water Fish Swim In? Relations between Culture and Marketing in the Age of Globalization," in Perspectives on Marketing Relationships, ed. T. Knudsen et al. (ed), Copenhagen.
- COVA, B.; Cova, V. (2002). Tribal Marketing: The tribalization of society and its impact on the conduct of marketing. European Journal of Marketing, special issue on Societal Marketing in 2002 and Beyond.
- HOLT, D. e C. Douglas (2010). *Cultural Strategy: using innovative ideologies to build breakthrough brands*. Oxford: Oxford U. Press.
- HOLT, D. (2004). *How Brands Become Icons: The Principles of Cultural Branding*. Boston: Harvard Business School Press.
- MCCRACKEN, G. (2011). *Chief Culture Officer. How to create a living, breathing corporation*. New York: Basic Books.

Seminário de Investigação

Programa (máx. 150 palavras na língua de ensino) | Course Description (max. 150 words in the language of instruction) *

A UC explora métodos e abordagens do trabalho científico, apoiando os estudantes no desenvolvimento dos seus trabalhos finais de curso. Os estudantes devem dominar as práticas associadas ao discurso científico e à estrutura do trabalho académico. O seminário está orientado para o apoio ao desenvolvimento do trabalho final de curso.

1. O Discurso Científico e a escrita académica.
2. Revisão Literária e o Estado da Arte.
3. Estudos de Caso e o desenvolvimento de modelos metodológicos.
4. Fontes, Referências e Textos.
5. Os diferentes tipos de trabalhos académicos.

Avaliação (máx. 150 palavras na língua de ensino) | Grading and Assessment (max. 150 words in the language of instruction) *

O seminário contará com sessões de tópicos temáticos ou de investigação nas áreas do curso (promovidas por docentes ou especialistas convidados) e com sessões de orientação no âmbito específico do trabalho final de curso (promovidas pelos orientadores), a marcar individualmente e com o grupo de mestrandos. A presença nas sessões é obrigatória.

Avaliação:

Participação nas Atividades e Discussões: 15%

Texto de Reflexão Crítica sobre as sessões de tópicos temáticos ou de investigação (até 1000 palavras): 15%

Três Apresentações e Discussões sobre a investigação em desenvolvimento: 70%

Bibliografia (máx. 5 referências) | Bibliography (max. 5 references) *

Chris Barker e Emma Jane (2016). *Cultural Studies – Theory and Practice*. Sage: London.

Pickering, Michael (ed.) (2008). *Research Methods for Cultural Studies*. Edinburgh: Edinburgh University Press.

* A bibliografia específica será considerada caso a caso, de acordo com a investigação de cada estudante.

