

**[RE]IMAGINING MARKETING**  
IN THE DIGITAL AGE

# Kick-Off Meeting

**October 2025**

*Welcome to the BIP Digital Marketing Research Intensive — a collaborative academic initiative bringing together leading universities to advance scholarly understanding of digital marketing transformation.*



## Objectives



### Advanced Theoretical Exploration

*Critically examine the evolution of marketing theories in the digital era and understand the underlying shifts in consumer behavior driven by digitalization.*



### Technological Implications

*Analyze the impact of artificial intelligence, machine learning, and automation on contemporary marketing methodologies and academic research.*



### Research-Driven Inquiry

*Promote rigorous academic inquiry through scholarly lectures, empirical research case studies, and collaborative research projects integrating quantitative and qualitative methods.*

### Interdisciplinary Integration

*Facilitate an interdisciplinary dialogue by merging perspectives from business, information technology, and communication studies to innovate digital branding and content strategy research.*

### Critical Evaluation and Innovation

*Develop the capacity to critically evaluate digital marketing campaigns and strategies, assessing their theoretical foundations, strategic efficacy, and societal impact through academic lenses.*

# BIP Partners



Romania



Portugal



Lithuania



Poland



# Portuguese Team



**Filipa Joaquim**



**Carolina Santos**



**Carla Fonseca**



**Sérgio Correia**



**André Antão**

# Schedule

*The BIP intensive program is structured as a two-phase educational experience, combining asynchronous online learning with immersive in-person collaboration to maximize pedagogical impact and research outcomes.*

- 1** — **Virtual Component**  
**February 23-27, 2026**  
*Online modules covering foundational theories, technological tools, and research methodologies through asynchronous lectures and collaborative activities.*
- 2** — **Physical Activity**  
**March 23-27, 2026**  
*Five-day intensive workshop in Portugal featuring hands-on research development, expert-led sessions, and collaborative project presentations.*

*This hybrid format enables participants to build theoretical knowledge remotely before engaging in applied research and networking during the physical mobility phase.*

# Virtual Component

## Modules 1-3: Foundations & Methods

1

### Foundations of Digital Marketing Transformation

*Duration: 2 hours*

- *Historical evolution of marketing paradigms from traditional to digital ecosystems*
- *Core concepts: value creation, consumer behavior shifts, and market segmentation in digital contexts*
- *Emergence of new marketing ecosystems including social commerce and platform economies*

2

### Technologies Shaping Modern Marketing

*Duration: 5 hours*

- *Marketing automation tools: CRM systems, email marketing platforms, and conversational AI chatbots*
- *AI and machine learning applications in audience segmentation, personalization, and content generation*
- *Predictive analytics and real-time data interpretation for strategic decision-making*

3

### Applied Research in Digital Marketing

*Duration: 4 hours*

- *Fundamentals of applied research methodology in marketing contexts*
- *Mixed methods approaches: integrating surveys, experiments, and digital ethnography*
- *Research ethics, data privacy, and responsible data management practices*

# Virtual Component

## Modules 4-6: Strategy & Collaboration

### Module 4: Strategic Communication in the Digital Era

*Duration: 6 hours*

*Content marketing frameworks and search engine optimization strategies for organic visibility. Influencer marketing dynamics and leveraging user-generated content for brand authenticity. Designing seamless omnichannel communication strategies that integrate multiple touchpoints.*

### Module 5: Ethics, Data, and Society

*Duration: 2 hours*

*Ethical use of consumer data and ensuring algorithmic fairness in automated marketing systems. Critical examination of greenwashing practices, surveillance capitalism, and data transparency obligations. Digital rights frameworks including GDPR compliance and consumer privacy protections.*

### Module 6: Collaborative Research Project Development

*Duration: 5 hours*

*Faculty mentoring sessions for research question formulation and methodological design. Cross-institutional collaborative planning fostering international research partnerships. Interdisciplinary integration techniques combining business, technology, and communication perspectives.*

# Virtual Component

## Program Statistics & Engagement

25

### Total Contact Hours

*Comprehensive asynchronous  
online curriculum*

6

### Core Modules

*Structured learning pathways*

4

### Partner Nations

*International collaboration*

25

### Participants

*Graduate researchers and faculty*

### Pedagogical Approach

*The virtual component employs research-based pedagogical strategies including flipped classroom methodology, peer-to-peer collaborative learning, and asynchronous discussion forums. Participants engage with multimedia content, scholarly readings, and applied case studies designed to build foundational knowledge before the intensive physical workshop.*

### Assessment Methods

- *Module completion quizzes*
- *Peer review activities*
- *Preliminary research proposals*
- *Collaborative discussion participation*



## Online Week

Online Week						
		1st Day	2nd Day	3rd Day	4th Day	5th Day
<b>10h00-10h50</b>		Welcome	Module 2	Module 4	Module 4	Module 6
<b>11h00-13h00</b>		Module 1				
		<i>3h</i>	<i>3h</i>	<i>3h</i>	<i>3h</i>	<i>3h</i>
<b>14h00-14h50</b>		Module 2	Module 3	Module 3	Module 5	Module 6
<b>15h00-16h00</b>						
<i>25h</i>		<i>2h</i>	<i>2h</i>	<i>2h</i>	<i>2h</i>	<i>2h</i>

# Physical Mobility Schedule

## Five Days in Portugal

- 1** — **Day 1: Inauguration and Academic Orientation**  
*Welcome ceremony, program overview, and orientation to research facilities. Keynote address on digital marketing transformation. Team-building activities and establishment of research cohorts.*
- 2** — **Day 2: Digital Marketing Strategies & Consumer Behavior Research**  
*Interactive workshop exploring contemporary digital marketing strategies. Hands-on sessions analyzing consumer behavior data using advanced analytics tools. Case study presentations from industry practitioners and academic researchers.*
- 3** — **Day 3: Technological Innovations in Marketing Research**  
*Deep-dive workshop on AI and machine learning applications in marketing. Laboratory sessions with marketing automation platforms and predictive analytics software. Expert panels discussing emerging technologies and their research implications.*
- 4** — **Day 4: Project Development**  
*Intensive collaborative research project work sessions. Faculty mentoring and individualized guidance. Interdisciplinary team collaboration and methodology refinement.*
- 5** — **Day 5: Pitch & Presentations**  
*Final research project presentations to faculty panel and industry experts. Peer feedback sessions and critical evaluation. Closing ceremony with certificates and networking reception.*

## Daily Structure & Activities

in-Person Week					
	Monday (1st Day)	Tuesday (2nd Day)	Wednesday (3rd Day)	Thursday (4th Day)	Friday (5th Day)
9h00 - 10h30	Welcome & Workshop 1	Workshop 3	Workshop 4	Project	Pitch
Coffee Break	&				
11h - 12h30	Workshop 1	Workshop 3	Workshop 4	Development	Presentations
Lunch					
14h00 - 15h30	Workshop 2	Industrial/Cultural Visits	Industrial/Cultural Visits	Project	
Coffee Break					
16h00 - 17h00	Workshop 2			Development	
	Welcome Reception			Social Dinner	



### Research Presentations

*Each team delivers a 20-minute presentation detailing research questions, methodology, preliminary findings, and implications for digital marketing theory and practice.*



### Networking Opportunities

*Structured and informal networking sessions facilitate international collaborations, knowledge exchange, and potential future research partnerships among participants and faculty.*



### Certification & Credits

*Participants receive formal certification upon successful completion, with potential for academic credit transfer based on home institution policies and accreditation agreements.*

## From Partners

# Student Selection & Requirements

### Participant Requirements

Each partner institution will nominate **five (5) students** to participate in the intensive program. Students should be enrolled in graduate-level programs in marketing, business administration, communication studies, or related interdisciplinary fields.

### Selection Deadline

Partner institutions must submit their student nominations by **November 14, 2025**. Selection should prioritize candidates with demonstrated interest in digital marketing research, strong academic performance, and commitment to collaborative international scholarship.

### Selection Criteria

- *Academic excellence and research potential*
- *Relevant coursework in marketing or digital technologies*
- *English language proficiency for academic discourse*
- *Motivation letter demonstrating research interests*
- *Faculty recommendation emphasizing collaborative capacity*

#### APPLICATION PROCEDURE

##### Requirements:

Students enrolled in a Higher Education Institution participating in the Erasmus+ Program.

Basic knowledge of marketing, business, or related fields.

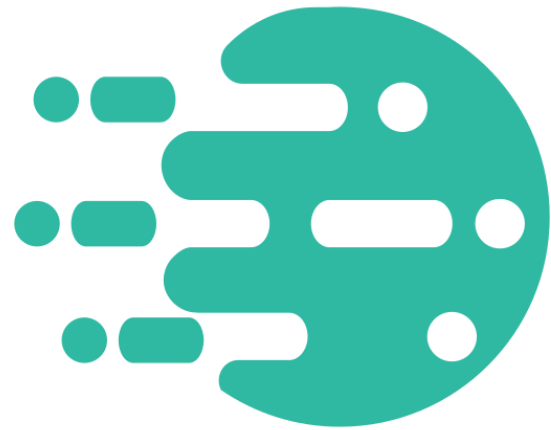
Proficiency in English (B2 level or higher recommended).

##### How to apply:

Submit an online application form.

Selected participants will be notified via email.

- ❏ **Next Steps:** Partner coordinators should begin internal recruitment immediately and prepare nomination dossiers including student CVs, transcripts, motivation letters, and faculty recommendations for submission before the November deadline.



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