

Course Unit	Marketing and Entrepreneurship		Field of study	Entrepreneurial Sciences	
Master in	Technology and Animal Science		School	School of Agriculture	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Workload (hours)		162	Contact hours	T - TP - PL - TC - S - E - OT - O -	
Code: 5026-810-1203-00-23					

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) António José Gonçalves Fernandes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. analyze and to interpret market tendencies
2. explain the main changes that happens in the marketing environment
3. analyze consumer's purchase behaviours in the market of goods of great consumption and industrial market.
4. describe the stages of a marketing research process
5. determine how enterprises can identify the segments that will allow creating a market
6. Identify the determinant factors for creating a successful enterprise.
7. Analyze the economic and financial viability of investment projects.

Prerequisites

Before the course unit the learner is expected to be able to:
Don't have

Course contents

1. Marketing strategy and market studies
2. Elaboration and analysis of economical and financial projections

Course contents (extended version)

1. Marketing strategy and market studies
 - Definition, origin and marketing management
 - The Marketing environment
 - Opportunities analysis
 - Marketing strategy
 - Information systems and marketing research (forecast methods)
 - Consuming market and consumer's purchase behaviour
 - Market segmentation, determination of the target group and positioning.
 - Marketing-mix
 - Marketing plan
 - Implementation and control
2. Elaboration and analysis of economical and financial projections
 - Concept and classification of projects
 - Life cycle
 - Evaluation Optical
 - Evaluation criteria
 - Prices System
 - Projects analysis based in plurianual budgets
 - "Cash flow" structure and elaboration process
 - "Funds flow" structure and elaboration process

Recommended reading

1. Avillez, F., da Silva, F., Trindade, C., Avillez, F., Salema, J.; Pereira, N. (2006), "Análise de Investimentos – manual técnico", Entidade gestora do programa AGRO..
2. Kotler, P.; Armstrong, G. (2020), "Principles of Marketing", 18th edition, Pearson Education Limited.
3. Kotler, P. (2015), "Marketing Management", 15ª edição, Pearson.
4. Lindon, D.; Lendrevie, J.; Lévy, J.; Dionísio, P.; Rodrigues, V. (2015), "Mercator, Teoria e prática do marketing", 16ª edição, Publicações Dom Quixote.
5. Baron, R.; Shane, S. (2007), Empreendedorismo: uma visão do processo, Cengage Learning.

Teaching and learning methods

Expositive, demonstrative and interactive

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 50%
 - Practical Work - 50%
2. Alternative 2 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation			
António José Gonçalves Fernandes	Alda Maria Vieira Matos Gonçalves	Alfredo Jorge Costa Teixeira	Paula Sofia Alves do Cabo
16-01-2024	17-01-2024	17-01-2024	23-01-2024

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