

Course Unit	Innovation, Marketing and Commercialization	Field of study	Social Sciences and Exact Sciences
Bachelor in	Oenology	School	School of Agriculture
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	6.0
Code	9998-705-3201-00-23		
Workload (hours)	162	Contact hours	T - TP - PL 60 TC - S - E - OT 4 O -

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) Paula Sofia Alves do Cabo

Learning outcomes and competences

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

1. Know the main challenges of innovation management and understand the innovation process;
2. Develop an innovative business/product and assess its potential;
3. Create and implement innovation management processes, structures, and strategies;
4. Know the fundamental aspects of marketing and how it contributes to the management of organizations today;
5. Understand consumer behaviour, key marketing variables, and evaluate the impact of options regarding marketing variables on company strategy;
6. Characterize and identify the different markets for agri-food products and their trade circuits.
7. Identify the associative forms for the marketing and marketing of agro-food products.
8. Formulate marketing strategies based on product and market.

Prerequisites

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

Course contents

1. Innovation: Innovation models and typologies: product, process, organizational and marketing innovation; innovation strategies. Ideation and evaluation of ideas. 2. Marketing: Consumer behaviour and market research, strategic options and policies, collective action in marketing and digital marketing. 3. Marketing: types of markets and agri-food products; marketing circuits; associative forms of marketing. Segmentation and lifecycle of a market.

Course contents (extended version)

1. Innovation
 - Innovation models
 - Innovation typologies: Product and process innovation; Organizational and marketing innovation
 - Innovation strategies: internal creativity; Networking, and open innovation
 - Formulation of innovation strategies; Design thinking; CANVAS model; E-business and E-commerce
 - Idea generation, identification, selection and evaluation process
2. Marketing
 - Basic concepts
 - Consumer behaviour and market research
 - Strategic options - segmentation and differentiation
 - Marketing policies - Product, Price, Communication, Distribution
 - Marketing plan
 - Collective arrangements in marketing
 - Digital marketing
3. Commercialization
 - Basic concepts
 - Types of markets and agro-food products
 - Commercialization circuits, types of agents and buying and selling methods.
 - Collective modes of commercializing
 - Market segmentation. The life cycle of a market

Recommended reading

1. Armstrong, G. & Kotler, P. (2016). Marketing: An Introduction (13th Edition). Pearson. Wiley & Sons.
2. Ettlé, John E. , (2006). Managing innovation, new technology, new products and new services in a global economy, 2nd edition, Elsevier.
3. Kelly, T. & Jonathan L. (2007). As dez faces da inovação: o poder da criatividade e da inovação na empresa, Editorial Presença.
4. François, M. (2000). Comercializar os produtos locais: circuitos curtos e circuitos longos. Inovação no meio rural. Caderno nº 7. Observatório Europeu LEADER.
5. Mello, L. & Marreiros, C. (2009). "Marketing de produtos agrícolas", AJAP, Lisboa.

Teaching and learning methods

The classes work as a workshop, the different themes addressed in a theoretical and practical way, with the discussion of case studies, which allow the exchange of experiences and the practice of decision-making, and consolidate the learning results. It is based on carrying out teamwork, promoting collaborative work, seminars, workshops and field visits.

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 40%
 - Projects - 50%
 - Final Written Exam - 10%
2. Alternative 2 - (Student Worker) (Final, Supplementary, Special)
 - Projects - 50%
 - Final Written Exam - 50%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Paula Sofia Alves do Cabo	Alda Maria Vieira Matos Gonçalves	António Castro Ribeiro	Paula Sofia Alves do Cabo
23-01-2024	23-01-2024	27-01-2024	09-04-2024