

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
Type	Semestral	Semester	2
Level	2-1	ECTS credits	6.0
Code	5026-810-1203-00-23		
Workload (hours)	162	Contact hours	T - TP - PL - TC - S - E - OT - 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) António José Gonçalves Fernandes

Learning outcomes and competences

- At the end of the course unit the learner is expected to be able to:
- analyze and to interpret market tendencies
 - explain the main changes that happens in the marketing environment
 - analyze consumer's purchase behaviours in the market of goods of great consumption and industrial market.
 - describe the stages of a marketing research process
 - determine how enterprises can identify the segments that will allow creating a market
 - Identify the determinant factors for creating a successful enterprise.
 - 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

- Marketing strategy and market studies
- Elaboration and analysis of economical and financial projections

Course contents (extended version)

- 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
- 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

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

Teaching and learning methods

Expositive, demonstrative and interactive

Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 50%
 - Practical Work - 50%
- 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