

Course Unit	Innovation, Marketing and Commercialization	Field of study	Social Sciences and Exact Sciences
Bachelor in	Oenology	School	School of Agriculture
Academic Year	2022/2023	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	6.0
Code	9998-705-3201-00-22		
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	António José Gonçalves Fernandes	António Castro Ribeiro	Paula Sofia Alves do Cabo
09-12-2022	09-12-2022	19-12-2022	31-12-2022