

Course Unit	Marketing Seminars		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	3.0
Code	9205-714-3204-00-21				
Workload (hours)	81	Contact hours	T -	TP 30	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) Ana Sofia Montenegro Goncalves Coelho, Luisa Margarida Barata Lopes

Learning outcomes and competences

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

1. Identify and understand the new marketing paradigms;
2. Apply the marketing techniques to different contexts and sectors;
3. Recognize, understand and apply the most recent trends of the marketing.

Prerequisites

Before the course unit the learner is expected to be able to:
Identify and articulate several concepts of marketing.

Course contents

1 - New paradigms; 2 - New applications; 3 - New practices and current trends

Course contents (extended version)

1. New paradigms:
 - Relational Marketing
 - Service Dominant Logic
2. New applications:
 - Touristic Marketing
 - Territorial Marketing
 - Marketing of the Public Services
 - Sports Marketing
 - Marketing of the Non-Profit Organizations
3. New practices and current trends:
 - Sensorial Marketing
 - Tribal Marketing
 - Green Marketing
 - Child Marketing
 - Marketing of Guerrilla

Recommended reading

1. Brito, C. , & Lencastre, P. (2014). Novos horizontes do marketing. Alfragide: Publicações Dom Quixote. ISBN: 978972-20-5408-9
2. Chaffey, D. , & Smith, P. (2017). Digital marketing excellence. Planning, optimizing and integration online marketing (15th Ed). Routledge. ISBN (ebook): 9781138191709
3. Egan, J. (2011). Relationship marketing – Exploring relational strategies in marketing (4th Ed). Prentice Hall – Financial Times. ISBN: 978-0-273-73778-0
4. Kumar, V. , & Reinartz, W. (2012). Customer relationship management - Concept, strategy, and tools. Berlin: Springer. ISBN: 978-3-642-20109-7
5. Sargeant, A. (2009). Marketing management for non profit organizations (3rd Ed). Oxford University Press. ISBN: 978-0-19-923615-2

Teaching and learning methods

The UC will have the collaboration of guest lectures, aiming to raise the discussion of issues in the Marketing field that can contribute to a better integration into the labor market. It will work in two ways: 1) support classes provided by the lecturers of the unit course; 2) lectures with presentation and debate of issues in the field of Marketing.

Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Reports and Guides - 50% (Team reports (35%) about 3 seminars, and participation in all seminars (15%). Minimum 8 score.)
 - Projects - 50% (Individual research project.)
2. Individual project (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100% (Individual research project (85%) and seminars' participation (15%).)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ana Sofia Montenegro Goncalves Coelho, Luisa Margarida Barata Lopes	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
07-03-2022	07-03-2022	10-03-2022	12-03-2022