

Course Unit	Marketing Seminars		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	3.0
Code	9205-714-3204-00-22				
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. Moutinho, L., Teixeira, N., & Zeferino, A. (2022). Marketing Futureland. Lidel- Edições Técnicas, Lda. ISBN (ebook): 978-989-752-744-9.
2. Quivy, R. e Campenhoudt, L. (2008). Manual de investigação em ciências sociais. Gradiva Publicações. ISBN: 9789726622758 3.
3. Reis, F. (2022). Investigação científica e trabalhos académicos - Guia prático (2ª Ed.) . ISBN: 978-989-561-211-6.

#### Teaching and learning methods

The curricular unit intends to encourage debate and reflection on current themes of Marketing that may contribute to the better integration of the student in the labor market. It consists of a set of sessions, which may include lectures, debates, short courses, and study visits, conducted by teachers and other experts in the areas covered.

#### Assessment methods

1. Distributed evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
  - Reports and Guides - 50% (Team reports (40%) on 3 seminars, and continuous evaluation (10%). Minimum: 8/20 + 80% attendance.)
  - Projects - 50% (Individual research project.)
2. Individual project (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Projects - 100% (Individual research project (100%).)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

Ana Sofia Montenegro Goncalves Coelho, Luisa Margarida Barata Lopes	Maria de la Salette Dias Esteves	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
26-02-2023	26-02-2023	01-03-2023	01-03-2023