

Updated On	2021/09/28										
Curricular Year / Period	2021/22 / S1										
Course	Agronomia										
Curricular Unit	Marketing e Técnicas de Comunicação										
Language(s) of Instruction	Português										
ECTS/tempo de trabalho (horas)	ECTS	Total	Horas de contacto semestral								
	3	80	T	TP	PL	S	TC	E	O	OT	EC
				32	16						
<p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>											
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Paulo Jorge Silveira Ferreira / pferreira@ippportalegre.pt										
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>											
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>The objective of this curricular unit is to transmit a particular and critical view on Marketing and about communication techniques to be used by professionals, through which it is possible to communicate with the consumer and lead him to the purchase decision and consequently to the purchase and consumption of products and services of the most varied natures.</p> <p>It is also intended as learning objectives that students learn about the concepts and techniques of Marketing and of communication; identify, describe and understand their use; frame Marketing within the broader scope of Communication; recognize the growing importance of Marketing in modern societies; recognize the importance of Marketing in the organizational context, developing the skills to plan and execute projects that imply Marketing and Communication guidelines in professional environments and develop creativity, critical spirit and problem solving by proposing appropriate solutions to the professional practice.</p>										
Syllabus	<p>Part I:</p> <ol style="list-style-type: none"> 1.1. Introduction to Marketing 1.1. Marketing Concepts 1.2. Evolution of Marketing 1.2. Market segmentation 2.1. Target market 2.2. Targeting 2.3. Positioning 1.3. Marketing-Mix Variables 1.3.1. Marketing Mix Product Variables 1.3.2. Marketing Mix Services Variables 1.4. Market / Product / Service Life Cycle 1.5. Sectorial Marketing 1.6. Structure of a Marketing Plan 1.7. Marketing Trends for the Future <p>Part II:</p> <ol style="list-style-type: none"> 2.1. The history of communication 2.2. What is communication? 2.3. The evolution of the media and its usefulness in organizations 2.4. The communication process 2.5. The communication mix 2.6. Stages of a communication strategy 2.7. Types of Communication (together with audiences and organizations) 2.8. Press Release, Press Kit and Press Clipping in the communication of a company 2.9. Public relationship and online and social media communication 										

	2.10. The Communication Plan
<p>Teaching methodologies (including assessment)</p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>1 - Teaching methodologies</p> <p>The methodologies will be based on theoretical sessions, debate and reflection on the syllabus, presentation of demonstrative examples and their criticism; Problem solving; preparation of works and group and their discussion; case study with presentation of results to the class and planning of intervention projects.</p> <p>2 - Period assessment</p> <p>50% Group or individual assignment + 50% Written test.</p> <p>3 - Examination assesement</p> <p>Written exam covering the whole syllabus.</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Lendrevie, J., Baynast, A., Emprin, C., Dionísio, P., Rodrigues, J. Belch, (2010). Publicitor. 7ª ed. Publicações D. Quixote.</p> <p>Belch, G. & Belch, M. (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective. 9ª ed. - McGraw-Hill/Irwin. New York.</p> <p>Lindon, D. et al. (2004) Mercator XXI, 10ª Edição, Dom Quixote</p> <p>Caetano, Joaquim, Rasquilha, Luís (co-autor) (2007), Gestão e Planeamento da comunicação, Quimera.</p> <p>Castro, João P. (2007). Comunicação de Marketing. 2ª edição, Edições Sílabo. Lisboa.</p> <p>2 - Complementary Bibliography</p> <p>Ries, Al, Ries, Laura, (2005), A origem das marcas: as leis de Darwin aplicadas à inovação de produtos e à sobrevivência do seu negócio, Cruz Quebrada : Casa das Letras, Editorial Notícias</p> <p>Kotler, P. (2000). Marketing para o Século XXI, Lisboa: Editorial Presença</p> <p>Shimp, Terence A. (2009). Advertising promotion: supplemental aspects of integrated marketing communications. - 8ª ed. - Fort Worth: The Dryden Press. New York.</p> <p>Wells, W.; Burnett. J. & Moriarty, S. (2005). Advertising: principles and practice. Prentice Hall. New Jersey</p>
<p>Special Situations</p> <p>[Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>For students of special regimes, the necessary adaptation will be made according to the regulations</p> <p>2 - Examination assesement - Students with special status</p> <p>For students of special regimes, the necessary adaptation will be made according to the regulations</p>