

Updated On	2023/09/12																																
Curricular Year / Period	2023/24 / S2																																
Course	Journalism and Communication																																
Curricular Unit	Introduction to Marketing																																
Language(s) of Instruction	Português Inglês																																
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <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>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150	0	60	0	0	0	0	0	0	15	0
ECTS	Total			Horas de contacto semestral																													
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6	150	0	60	0	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Rosália Isabel Duarte Rodrigues / rosalia.rodrigues@ipportalegre.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>Teaching Objectives: The Curricular Unit's objective is to transmit a particular and critical view on the practice of Marketing to the service of 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 from most varied natures.</p> <p>Learning Objectives: Master marketing concepts and techniques; identify, describe and understand the use of marketing techniques; to fit 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 guidelines in professional environments and to develop creativity, critical thinking and problem solving by proposing appropriate solutions to the professional practice in question.</p> <p>Enviar comentários e opiniões Histórico Guardado Comunidade</p>																																
Sustainable Development Goals																																	
Syllabus	<ol style="list-style-type: none"> 1. Marketing in today's world and its surroundings. <ol style="list-style-type: none"> 1.1. Marketing concept. 1.2. Marketing System. 2. The markets <ol style="list-style-type: none"> 2.1. The consumer market and consumer buying behavior. 2.2. The industrial market and the behavior of the industrial buyer. 2.3. Market segmentation and marketing positioning. 2.4. Cultural marketing and traditional marketing. 2.5. Information systems and market research. 3. The marketing mix <ol style="list-style-type: none"> 3.1. Marketing-mix: product, price, 3.2. The communication 3.3 Integrated communication 4. Digital marketing <ol style="list-style-type: none"> 4.1. From traditional marketing to digital marketing 4.2 The 8 P #S of Marketing 4.3 Integrated communication in digital marketing 																																

<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 sessions of theoretical framework, debate and reflection on the syllabus, presentation of demonstrative examples and their criticism; Problem solving; preparation of individual and group works and their discussion; case study with presentation of the results to the class and planning of intervention projects.</p> <p>The evaluation to the curricular unit includes the elaboration of an individual work, composed of a case study and its oral presentation (with a weighting of 60%) and the elaboration of a poster based on the themes considered in the case study (with a weighting of 40) %).</p> <p>2 - Period assessment</p> <p>The evaluation of the curricular unit includes the elaboration of two individual works, composed of a case study and respective oral presentation (with a weighting of 50%) and the elaboration of a group work (with a weighting of 50%).</p> <p>3 - Examination assesement</p> <p>The evaluation of the course unit includes all the contents covered throughout the semester, based on a written test / exam (with a weight of 100%).</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Almeida, V. (2000). A Comunicação Interna na Empresa. Lisboa: Praxis. ISBN: 9789729501463.</p> <p>Castro, João P. (2007). Comunicação de Marketing, Lisboa: Edições Sílabo. 2ªEdição. ISBN: 9789726184638.</p> <p>Lendrevie, J., Lindon, D., Dionísio, P. e Rodrigues, V. (2011). Mercator XXI: Teoria e Prática do Marketing. Lisboa: Dom Quixote. ISBN: 9789722027441.</p> <p>Kotler, P. (1998). Administração de Marketing: Análise, Planejamento, Implementação e Controle, São Paulo: Editora Atlas. 5ª Edição. ISBN: 9788522418251.</p> <p>Monteiro, A. C., Caetano, J., Marques, H. e Lourenço, J. (2008). Fundamentos de Comunicação. Lisboa: Edições Sílabo. ISBN: 9789726185154.</p> <p>2 - Complementary Bibliography</p> <p>Kotler, P. (2008). Marketing para o Século XXI, Lisboa: Editorial Presença. ISBN: 9789722325851.</p> <p>Nunes, J. C. (2008). Plano de Marketing: Estratégia em Acção. Lisboa: Publicações Dom Quixote. ISBN: 9789722037105.</p>
<p>Special Situations</p> <p>[Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>Assessment by frequency Mobility students will be assessed through a Case Study and Poster, whose theme must be previously approved and then supervised by the teacher, throughout the semester. As for the remaining 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>Assessment by Exam Foreign students are subject to the same assessment model as other students. As for the remaining students of special regimes, the necessary adaptation will be made according to the regulations.</p>