MARKETING AND ENTREPRENEURSHIP

Degree in Graphical Design

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Code: 16413

Main Scientific Area: Marketing and Strategy

Lecturer: Marta Alexandra Andrade Cunha

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 70h

ECTS: 5,0

Objectives

1. The main objectives of the UC are the presentation of the concept/reality of Marketing, its contextualization and historical evolution.

2. The aim is to make known the main reasons for looking at organizational and business management from a Marketing perspective.

3. Know the dimensions and functions inherent to Marketing.

4. Deepen marketing-mix policies, bridging the gap between the company's strategy and the operational marketing strategy.

5. Acquire a common language and analysis skills that allow them to outline and pre-prepare their business plan.

6. Promote learning through practical experience, helping to create a potential business, whose project should start with the business idea.

7. Knowing how to draw up a business plan and assess the conditions for implementing the activity.

Learning Outcomes

Marketing:

First of all, will be introduced the concept and underlying reality of Marketing, including its importance and evolution in organizations, phases, dimensions, functions and ethical issues.

In a second moment, strategic marketing and its analysis components will be addressed, working on the segmentation of supply and market, competition and positioning. As a consequence, will be studied the criteria, reasons and methods of segmentation, the definition of targets, the definition of positioning, the distinctive features, the differentiation axes and positioning qualities and the Marketing Mix. Finally, will be discussed the marketing plan.

Entrepreneurship:

The general knowledge and skills to be acquired are: Spread and stimulate entrepreneurial characteristics; Contribute to the acquisition of skills in implementing and evaluating a business entrepreneur; Supporting the perception and search for business opportunities in order to maximize the economic exploitation of knowledge and ideas of the students; Studying several cases of successful and unsuccessful entrepreneurs.

Course Contents

Entrepreneurship

1 - Concept of entrepreneurship

2 - The importance of the entrepreneurship in economic and social development

3 - Entrepreneurship process

4 - Innovation: concept and process

5. The environment for entrepreneurship

6. The business plan

Marketing:

1. INTRODUCTION TO MARKETING

1.1 Concept

1.2 Evolution and importance of marketing in organizations

1.3 Phases, Dimensions and Functions of Marketing

2. SEGMENTATION, TARGETING AND POSITIONING.

2.1 Criteria, reasons and methods of segmentation

2.2 Market studies

2.3 Definition of targets

2.4 Positioning setting: Distinctive features; Differentiation axes; Positioning qualities

3. MARKETING PLAN

4. MARKETING-MIX

4.1 Product / service policy

4.2 Price policy

4.3 Communication policy

4.4 Distribution Policy

4.5 Human capital policy

4.6 Process policy

4.7 Physical Evidence Policy

Recommended Bibliography

Marketing:

De Pelsmacker, P., Geuens, M. e Van den Berg, J. (2010). Marketing Communications. A European Perspective. Essex, Prentice Hall, 4th ed.

Hall, S. (2022).Innovative B2B marketing: new models, processes and theory. Kogan Page Publishers.

Kotler, P. Armstrong, G. (2006). Princípios de Marketing. São Paulo: Pearson Prentice Hall.

Lendrevie et al. (2010). Publicitor, 7a Edição, Dom Quixote.

Sá, E., Farhangmehr, M., Pinho, J. C., Dibb, S. (2023). Marketing decisions and implementation process for entrepreneurial and managerialpractices: a critical incident technique approach. Journal of Research in Marketing and Entrepreneurship, 24(2), 221-241.

Vargo, S. L., Peters, L., Kjellberg, H., Koskela-Huotari, K., Nenonen, S., Polese, F., ... Vaughan, C. (2022). Emergence in marketing: an institutional and ecosystem framework. Journal of the Academy of Marketing Science, 1-21.

Empreendedorismo:

Allen, K.(2003). Launching new ventures: an entrepreneurial approach. Boston: Houghton Mifflin.

Allen, K.. (1999). Growing and Managing an Entrepreneurial Business.Boston: Houghton Mifflin.

Costa, H. e Ribeiro, P. (2004). Criação Gestão de Micro-Empresas Pequenos Negócios. Lisboa: Lidel-Edições Técnicas.

Cruz, E. (2003). Criar uma Empresa de Sucesso. Lisboa: Sílabo.

Dollinger, M.. (2003). Entrepreneurship: Strategies and Resources, NY: Prentice-Hall.

Ferreira, M., Santos, J., Serra, F. (2010). Ser empreendedor - Pensar, Criar e Moldar a Nova empresa. Lisboa: Edições Sílabo.

Gaspar, F. (2010). O processo empreendedor e a criação de empresas de sucesso. Lisboa: Edições Sílabo.

Hatten, T. (2003). Small Business Management: Entrepreneurship and Beyond. Boston: Houghton Mifflin

IAPMEI (2016). Manual do Empreendedor.

Mações, Manuel Alberto Ramos (2014). Manual de Gestão Moderna - Teoria e Prática. 2ª edição. Lisboa: Actual Editora

Learning and Teaching Methods

The theoretical and practical concepts of Marketing have evolved over the last decades. This way, it is important to analyse the stages of marketing from its origins to the present. It then becomes essential to understand how the market is structured and identify basic elements to perform a market study. Since the consumer is one of the most important corners of the market, we will identify variables that influence the behaviour of consumers. It should also be noted that the policies

The syllabus of the course aims to develop the main issues of entrepreneurship, the different theories of entrepreneurship, entities that support entrepreneurship in Portugal, the process of environmental analysis of the business, as well as more practical aspects, such as the elements of the plan business and its format and presentation. The program is in line with the main objective of this course: contribute to the stimulation and acquisition of skills for implementation and evaluation of an entrepreneurial business.

Assessment Methods

The evaluation will be continuous and consists of:

- Written Test: 30%;

- Group work / Business plan: 50%;

- Oral Presentation Group Work - Pitch: 20%;

1. Individual test, divided into two parts, one relating to the Marketing component and the other to the Entrepreneurship component, to be carried out on a date to be proposed to the course director, worth 30%;

2. Business plan (written work) carried out in group: 50%. The business plan will be carried out during the classes and will be delivered at the end of the semester on a date to be defined.

3. Oral presentation (with individual evaluation) of the business plan (pitch): 20%. The oral presentation will take place in the last classes of the semester, on a date to be defined.

5. The tests will have a minimum score of 8.5 values.

6. At the time of exams, the assessment will be made by exam, worth 100%.