

MARKETING AND ENTREPRENEURSHIP

Degree in Graphical Design

Degree in Graphical Design

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

In the Marketing component, the main goals of the UC are To present the concept of Marketing, it's contextualization and historical evolution. It is intended to make known the main reasons of facing organizational and business management from a Marketing approach. In this context, it is proposed to make known the dimensions and functions of Marketing.

It will address the strategic and operational components of the marketing process, recognizing it's importance in business management. Marketing-mix. The intention is to approach the marketing process through the study of the different phases of elaboration of the marketing plan.

In the Entrepreneurship componente, at the end of the course, students must have a common language and a analysis ability that allows them to lay and prepare their business plan. The aim of the course is to promote learningthrough practical experience, helping to create a potential business.

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

Part I - Entrepreneurship:

1. INTRODUCTION

- 1. 1. Concept of entrepreneurship
- 1.2. Entrepreneurship Vs Management
- 1.3. Social and economic context conducive to the entrepreneurial spirit
- 1.4. Alternative forms of entrepreneurship

2. ENTREPRENEUR PROCESS

- 2. 1. Entrepreneurial profile, attitudes and skills
 - 2.2. Phases of the entrepreneurial process
 - 2.2.1. From Idea to business opportunity: generate ideas and validate the idea
 - 2.2.1. From opportunity to resources
 - 2.2.3. From resources to the market

3. OPPORTUNITIES AND IDEAS

- 3.1. Methods for identifying ideas
 - 3.2. Innovation - Change and Creativity Vs
 - 3.3. From idea to project - project sheet

4. ENVIRONMENTAL ANALYSIS

- 4. 1. Business environment analysis process - external
 - 4.1.1. Sector / industry analysis
 - 4.1.2. General environment analysis - PEST

4.1.3. Immediate environment analysis - competitors, customers, suppliers - 5 Porter's Forces

4.2. Business environment analysis process - internal

4.2.1. Mission, vision and objectives

4.2.2. Value Chain

4.2.3. SWOT Analysis

4.3. Generic business strategies

5. RESOURCES

5.1. Team

5.2. Investment

5.3. Financing

6. THE BUSINESS PLAN

6.1. Characterization

6.2. Elements of a business plan

6.3. How to develop a business plan

Part II - Marketing:

7. INTRODUCTION TO MARKETING STUDY

Marketing concept and philosophy

Importance and evolution of marketing in organizations

Marketing Phases, Dimensions and Functions

8. SEGMENTATION, TARGETING AND POSITIONING.

Targeting criteria, reasons and methods

Defining targets

Definition of positioning: Distinctive characteristics; Differentiation axes; Positioning qualities

9. MARKETING-MIX

Product / Service Policy
Pricing policy
Communication policy
Distribution policy
Human capital policy
Process policy
Physical Evidence Policy

10. MARKETING PLAN

Recommended Bibliography

Marketing:

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

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

Kotler, P. Keller, K. (2006). Administração de Marketing. São Paulo: Prentice Hall.

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

Lindon, D., Lendrevie, J., Lévy, J., Dionísio, P. e Rodrigues, J.V. (2004). Mercator XXI – Teoria e Prática do Marketing. Lisboa: Publicações Dom Quixote.

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 analyze 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 behavior 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 business plan 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:

Two individual tests, 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%;

Business plan (written work) carried out in groups: worth 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.

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

There is no minimum grade in each evaluation element. The final grade must be equal to or greater than 9.5 points.

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