

POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.013.03
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Course	Equipment Design					
Subject	Management and Marketing					
Academic year	2023/2024	Curricular year	3rd	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 140	Contact: 60	ECTS	5
Professor(s)	Alda Maria Loureiro Domingos					
X Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Prof. Dr. Amândio Baía				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

GENERAL OBJECTIVES

It is intended that students know the main concepts of Management and Marketing.

SPECIFIC OBJECTIVES

Domain of concepts and application of business management tools, analysis of the environment, market studies, marketing-mix and strategic marketing.

SKILLS TO ACQUIRE

- Mastery of different strategic and operational marketing tools and techniques in order to be able to make decisions or participate in their successful implementation;
- Ability to integrate design into business culture;
- Ability to conceive product and packaging design, as a factor of differentiation and competitiveness of companies.

2. PROGRAMME

CHAPTER 1 – Business Management

- 1.1 - Concepts of management, typology of companies and skills of a manager
- 1.2 - General principles of administration applied to companies and the historical perspective of business management
- 1.3 - The company as an open system
- 1.4 - Management functions: planning, organization, direction and control

CHAPTER 2 – Marketing as a Management Philosophy

- 2.1 - Marketing and design in business management
- 2.2 - The ethics of marketing and its implications
- 2.3 - Corporate Social Responsibility

CHAPTER 3 – Strategic Marketing

- 3.1 - Origin and concept of Business Strategy
- 3.2 - Stages of Strategic Planning
- 3.3 - The Strategic Orientation

CHAPTER 4 – Operational Marketing

- 4.1 - The market and the study of consumer behavior.

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4.2 - The 4P's of FMCG

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus contents were defined according to the objectives (O) to be achieved and skills (C) to be acquired.

In Chapter 1, O: to know what is the management of a company, from a design and marketing perspective. C: be endowed with additional training in social sciences;

Chap.2, O: Integrating design and marketing into business culture. C: knowing how to deal with and adjust to precarious situations and market changes, new ideas and technologies and new situations;

Chapter 3, O: to know the different tools and techniques of strategic marketing, diagnosing the company's situation. C: to have the capacity for analysis, synthesis and intellectual articulation; have innovative and entrepreneurial capacity.

Chap.4, O: to know the different tools and techniques of operational marketing; know the role of design in successful business. C: be able to work with creative processes; having the ability to dialogue with the various actors in the production process, upstream and downstream of the creative process, facilitating the meeting of alternative proposals.

4. MAIN BIBLIOGRAPHY

Required Reading

Lendrevie et al.(2015), Mercator XXI – Teoria e Prática do Marketing, 16ª Ed., D. Quixote.

Recommended Reading

Antunes, J. e Rita, P. (2008). O marketing relacional como novo paradigma: Uma análise conceptual. Revista Portuguesa e Brasileira de Gestão.

Brunet, J. et al. (2018), Marketing Management, 2nd Ed.. Chenelière Éducation.

Dionísio, P. et al. (2015), Mercator da Língua Portuguesa Teoria e Prática do Marketing, 16ªEd., Publicações D. Quixote.

Ferreira, B. et al. (2011), Fundamentos de Marketing, Ed. Sílabo.

Gouveia, C. (2018). *Ética de Marketing: Influência das Práticas Não-éticas no Comportamento de Compra do Consumidor Face aos Testes em Animais na Indústria Cosmética. Estudo do Caso – L'Oréal*. Tese de Mestrado. Instituto Politécnico de Santarém.

Lopes, M. (2015). *A Influência dos Stakeholders na Responsabilidade Social Empresarial Estratégica*. Tese de Doutoramento. ISCTE.

Mações, M. (2014). Manual de Gestão Moderna, Teoria e Prática. 2ª Ed. Actual Editora.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodologies: lectures; individual and collective readings of texts; individual research; Teamworks; debate; Problem solving; case studies.

Assessment rules: Attendance of a Frequency and/or Exam, obtaining approval for the curricular unit when the grade is equal to or greater than ten points. Continuous assessment - group work developed in the classroom context (6.0 points), participation in classes / interest shown in different themes (1.5 points), attendance (0.5 points), Attendance (12 points).

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6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, group work, debate and case studies will provide students with the necessary knowledge about the concepts of business, management and marketing from a strategic point of view, get to know the different tools and techniques of strategic marketing, understand how to integrate design into the corporate culture.

With group work and individual research, it is also intended that students are able to operationalize design and marketing strategies.

7. ATTENDANCE

Attendance is considered for continuous assessment.

8. CONTACTS AND OFFICE HOURS

aldadomingos@ipg.pt

Office 62, ext. 1262

Office hours: Monday – 11:00-13:00;

Thursday – 15:30-17:30.

DATE

29 de Fevereiro de 2024

SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Professor

(signature)

Area/Group Coordinator

(signature)

Assinatura na qualidade de (clicar)

(signature)

Assinatura na qualidade de (clicar)

(signature)