

International Semesters for students

Marketing Spring Semester

Semester title	Marketing	Semesters	Spring
Person responsible	Suzanne Amaro	E-mail address	samaro@estv.ipv.pt
Coordinator	Nuno Melão	E-mail address	nmelao@estgv.ipv.pt
Language of instruction	English	ECTS points total	30
Course type	Course title	Name of the lecturer	ECTS points
Compulsory	Materials Management and Design	Daniel Gaspar	5
Compulsory	Promotion and Advertising	Bruno Ferreira	5
Optional -Students must choose a total of 20 ECTS	Research Project in Marketing	All teachers from the Degree in Marketing	8
	Marketing	Clarinda Almeida / Joaquim Antunes	4
	Events Organization	Cristina Barroco	6
	Business English II	Maria José Antunes	4
	Free Option* * One course in any other international semester offered by ESTGV		4

Course title	Materials Management and Design		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Compulsory
Hours per week	1,5	Hours per semester	PL: 19; OT: 13
Objectives of the course	<p>The course Materials Management and Design aims to acquire and develop the ability to produce and develop a prototype of an object, from the design phase, design phase, drafting and modeling, and finally production of prototypes and final production of the product, through progressive exploration of ideas and possibilities, and matching methods and processes physical and virtual. It also allows the integration of marketing functions, development and manufacturing within a company to create a new product. The course aims to:</p> <ul style="list-style-type: none"> • Competence with a set of tools and methods for creating and developing a product. • Confidence in their ability to create a new product. • Awareness of the role of multiple functions in creating a new product (eg, marketing, finance, industrial design, engineering, production). • Approach to the strategy of production and its connection to design and innovation 		
Entry requirements	There aren't any.		
Course contents	<p>I Strategy of Production II Manufacturing systems planning and operations: III Materials and processes involved IV Manufacturing Technology V Planning and production VI Design and project engineering VII Construction of prototypes</p>		
Assessment methods	<p>The participation of students in the classes of laboratory practice is further ensured through work, addressing programmatic themes previously defined, and which require a lot of literature.</p> <p>The assessment takes the form of practical individual and group.</p> <p>Dates, and delivery methods are described in the regulations of jobs available in Elearning platform.</p>		
Recommended readings	<p>Chris Lefteri, Making It: Manufacturing Techniques for Product Design, Laurence King Publishers, (June 28, 2007)</p> <p>Kahn, Kenneth B., George Castellion, and Abbie Griffin, The PDMA handbook of new product development, Wiley</p> <p>Kevin N. Otto, Kristin Wood, Design: Techniques in Reverse Engineering and New Product, Prentice Hall, Dec 8, 2000</p> <p>Jim Lesko (Author), Industrial Design: Materials and Manufacturing Guide, John Wiley & Sons Inc (28 Feb 1999).</p> <p>Michael F. Ashby (Author), Kara Johnson (Author) Materials and Design: The Art and Science of Material Selection in Product Design, Butterworth-Heinemann Ltd (31 Jan 2004).</p>		
Additional information			

Course title	Promotion and Advertising		
Teaching method	During the course many different teaching methods will be used: self study, case studies, lectures, discussions.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Compulsory
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>It is expected that students are able to:</p> <ul style="list-style-type: none"> • develop a promotion strategy to any tourism product or service, framed in a marketing strategy, according to the interdependence with other variables of the marketing mix. • define and develop the various steps in developing a comprehensive promotion plan for a product or service. • develop communication programs for a product or service at each variable of the communications mix: Advertising, Direct Marketing, Promotion and Merchandising and Public Relations. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Marketing and Promotion 2. How to do a Promotion Strategy 3. Advertising 4. Direct Marketing 5. Sales promotions and Merchandising 6. Public Relations 		
Assessment methods	Project: The students have to build a promotion strategy for a touristic specific product of their own country. At least three of the promotion tools must be used (Advertising, Direct Marketing, Sales Promotion, Merchandising and Public Relations).		
Recommended readings	<p>Bromley, D.B. (1993). <i>Reputation, image and impression management</i>. Chichester: John Wiley.</p> <p>Clothier, P.(1997). <i>Multi-level marketing</i>. London: Kogan Page.</p> <p>Fifield, P. (1998). <i>Marketing strategy</i>. Oxford: Butterworth-Heinemann.</p> <p>Fill, C. (1995). <i>Marketing communications: frameworks, theories and applications</i>. London: Prentice Hall.</p> <p>Jackson, Patrick (1995). <i>Public relations: practices: managerial case studies and problems</i>. Upper Saddle River: Prentice Hall.</p> <p>Kotler, P. (s/d). <i>Marketing Management: analysis, planning, implementation, and control</i>. s/l: Prentice Hall, International Editions.</p> <p>Kotler, Philip (1996). <i>Strategic marketing for nonprofit organizations</i>. New Jersey: Prentice Hall.</p>		
Additional information			

Course title	Research Project in Marketing		
Teaching method	<p>The teaching methodology is essentially based on supervision conducted individually or in group and takes the form of supervisory meetings.</p> <p>Students will be supervised at all stages: First Stage: Preparation of work to be done; Second Phase: Methodology and literature gathering; Stage Three: Fieldwork and data analysis; Phase Four: Development of the "written work"; Fifth Step: Preparation of the oral presentation</p>		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	8
Semester	Spring	Type of course	Optional
Hours per week	1,50	Hours per semester	
Objectives of the course	The aim of the course is for students to develop the skills necessary to perform a research project within the field of Marketing under supervision according to a study plan.		
Entry requirements	There aren't any.		
Course contents	<p>In this curricular unit, there are no regular classes. Instead, students are supervised weekly by lecturers that have the expertise in the topic that student choose. Any topic in Marketing can be chosen and student must write a report based on that topic.</p> <p>Following are some examples of topics that can be carried out:</p> <ul style="list-style-type: none"> - Create and Market a New Product - Consumer-Behaviour related topics - Sensory Marketing - Branding - Digital Marketing 		
Assessment methods	The examination consists of a written research report and of an oral presentation.		
Recommended readings	Given the specificity of this curricular unit, bibliography will be recommended based on the topics chosen by the students.		

Course title	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>The student should understand that:</p> <ul style="list-style-type: none"> • the concepts and practices of marketing have changed over time; • the role of marketing in business organizations has also evolved over time and is continuing to change; • marketing should be viewed as an organization-wide activity; • strategic marketing planning is an essential component of effective marketing management. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1) Marketing concept 2) Evolution of marketing thought and practice 3) Marketing Analysis <ol style="list-style-type: none"> 3.1)The marketing environment 3.2)Understanding consumer behaviour 4) The strategic marketing 5) Market segmentation and positioning 6) Marketing Mix Decisions 7) The Strategic Marketing Planning Process 8) Relationship marketing 9) International marketing 		
Assessment methods			
Recommended readings	<p>Boyer, Luc; Burgaud, Didier (2000), Le Marketing Avancé: du One To One au E-Business, Editions D' Organisation.</p> <p>Gordon, Ian H. (1998), Relationship Marketing, John Wiley & Sons Canada, Ltd., 1ª Edition.</p> <p>Kotler, P. (2006), Marketing Management, Analysis, Planning, Implementation and Control, 12ª Edição, Prentice – Hall International Editions.</p> <p>Peppers, Don; Rogers, Martha (1997), Enterprise one to one. Tools for competing in the interactive age, Currency Doubleday, Sydney Auckland.</p> <p>Peppers, Don; Rogers, Martha (1999), The One to One Manager, Currency Doubleday, Sydney Auckland.</p>		
Additional information			

Course title	Events Organization		
Teaching method	During the course many different teaching methods will be used: - Theoretical – practical lectures (oral exposure supported with projection schemes and graphics and other material related issues). The active participation of students is privileged; - Self-study; - Organizing an event; - Group assignment.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	6
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	The main aim of this course is to provide students with the necessary skills and tools to plan, organize and manage all kinds of events. In terms of specific skills students should be able to: - Know the different types of events and their objectives; - Practice the various stages of planning the events (affectation and resource management, logistics, budgeting, advertising the event, catering, decor and entertainment); - Organize and coordinate events by applying the tools and skills developed in class (Event Planning / Event Marketing / Sponsorship of Events / Event Assessment). - Achieve Plan, Manage, Organize and Evaluate an event created by themselves.		
Entry requirements	There aren't any.		
Course contents	1. Event Definition (Concepts; Classification; Types of Events) 2. Event Planning (Mission / Vision; Define Objectives; Situation Analysis; Strategies Identification; Choosing a Strategy; Operational Plan Development; Event Evaluation and Feedback) 3. Event Management (Event Definition and Theme; The Date; Location and Venue; Program and Meals; Promoting Events)		
Assessment methods	The final grade is obtained by: - Organizing an Event: 60% - Individual Event Report: 40%.		
Recommended readings	Allen, J.; O'Toole, W.; Harris R. & McDonnel, I. (2011). <i>Festival and Special Event Management 5th ed.</i> Wiley and Sons, Brisbane. Allen, J.; O'Toole, W. & Bowdin, G. (2010). <i>Events Management, 3rd ed.</i> Butterworth Heinemann, Oxford. Allen, J. (2002). <i>The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events.</i> Canada, Wiley. Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events.</i> Canada, Wiley. Appleby, P. (2002). <i>Organizing a Conference: How to Organize and Run a Successful Event, 2nd ed.</i> Oxford, How To Books. Armstrong, J.S. (2001). <i>Planning Special Events?</i> New York, Josse Bass Wiley. Conway, D. G. (2006). <i>The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event. 2nd ed.</i> Oxford, How to Books. Fenich, G. (2012). <i>Online Instructor's Manual for Meetings, Expositions, Events and Conventions. Third Edition, Prentice Hall.</i> Richards, G. & Palmer, R. (2010). <i>Eventful Cities: Cultural management and urban revitalisation.</i> Amsterdam: Elsevier Shone, Anton; Parry, Bryn (2004). <i>Successful Event Management – a practical handbook. 2nd ed.</i> THOMSON		
Additional information			

Course title	Business English II		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	Optional
Hours per week	3	Hours per semester	TP: 39; OT: 13
Objectives of the course	This course includes authentic materials from the business world. Training simulations and actual professional activities and contact systematically expand participant English-language proficiency in diverse aspects of written and oral business/professional communications, including public speaking, negotiating, case study analysis, correspondence, report, and proposal writing. It familiarizes students with business terminology and prepares them to understand academic lectures, make oral presentations, and lead discussions and negotiations, read scholarly books and journals.		
Entry requirements	There aren't any.		
Course contents	<ul style="list-style-type: none"> • Speaking - Business presentations, negotiations, telephoning, meetings, interviews, discussions of case studies, social interactions, pronunciation. • Reading/Vocabulary - Business-related and intercultural topics, vocabulary and idioms. • Writing - Business letters, memos, proposals, reports, leaflets, brochures, announcements, résumés, word processing. • Grammar - Systematic approach with emphasis on business purposes. • Projects - Business plans, conferences, and publications. 		
Assessment methods	ePortfolio assessment with a range of activities covering the topics above mentioned.		
Recommended readings	<p>Aspinal, T. Bethell, G. (2001) <i>Test your Business Vocabulary in Use</i>. Cambridge: Cambridge University Press</p> <p>Benn, C. (1998). <i>Reward pre-intermediate : business resource pack</i>. Oxford: Macmillan</p> <p>Comfort, J. (2002). <i>Basic technical english</i>. Oxford: Oxford University Press</p> <p>Cordell, J. (2000). <i>Cambridge business English activities : serious fun for business English students</i>. Cambridge: Cambridge University Press</p> <p>Crowther-Alwyn, J. (2000). <i>Business roles : 12 simulations for business English</i>. Cambridge: Cambridge University Press</p> <p>Dudley-Evans, T. (1998). <i>Developments in English for ESP : a multi-disciplinary approach</i>. Cambridge: Cambridge University Press</p> <p>Duff, A. (1997). <i>Translation</i>. Oxford: Oxford University Press</p> <p>Emmerson, P. (2002). <i>Business English frameworks</i>. Cambridge: Cambridge University Press</p> <p>Emmerson, P. (2002). <i>Five-Minute Activities for Business English</i>. Cambridge: Cambridge University Press</p> <p>Glendinning, E. H. (2002). <i>Oxford English for information technology</i>. Oxford (NY) : Oxford University Press</p> <p>Glendinning, E. H. (2000). <i>Engineering</i>. Oxford: Oxford University Press</p> <p>Hanks, P. (1986). <i>Business listening tasks</i>. Cambridge: Cambridge University Press</p> <p>Horner, D. (1996). <i>Words at work</i>. Cambridge: Cambridge University Press</p> <p>Johnson, C. (2001). <i>Market leader : test file : upper intermediate business English</i>. Harlow: Pearson Education Limited</p> <p>Johnson, C. (2001a). <i>Banking and finance : business english</i>. Harlow: Pearson Education</p> <p><i>Longman Dictionary of Contemporary English</i>. London: Longman</p> <p><i>Longman Dictionary of English Language and Culture</i>. Essex: Longman</p> <p><i>Longman Business English Dictionary</i>. Essex: Longman</p>		
Additional information			