

Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Advances in Marketing		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Fall
Hours per week	3	Hours per semester	TP: 39; OT: 13
Objectives of the course	<p>It is expected that after completion of Advances in Marketing, the students will:</p> <ol style="list-style-type: none"> 1. be knowledgeable of the latest marketing trends; 2. understand the most current marketing topics; 3. develop their critical thinking on new marketing trends; 4. develop their understanding, communication and presentation skills in oral and written English. 		
Entry requirements	There aren't any.		
Course contents	<p>There will be a research of new books and authors in the marketing areas. The main objective is to promote English reading. Therefore, students will have to read a book related to marketing and research that topic. Subsequently, they must write a book review and orally present their work.</p> <p>The lecturers will provide advanced themes in marketing, which will be altered if necessary, or by obsolescence or because other themes become more appropriate.</p>		
Assessment methods	The evaluation system aims to the following demonstration skills: theoretical knowledge and skills analysis and assessment through the exploration and use of tools in project context.		
Recommended readings	<p>Andrews, M, Leeuwen, V. & Baaren, V. (2013). Hidden Persuasion. Amsterdam, The Netherlands: Bis Publishers.</p> <p>Baer, J. (2016). Hug your Haters. New York, NY: Penguin.</p> <p>Berger, J. (2013). Contagious: Why Things Catch On. New York, NY: Simon & Schuster.</p> <p>Berger, J. (2017). Invisible Influence. New York, NY: Simon & Schuster.</p> <p>McKee, R & Gerace, T. (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. New York, NY: Twelve.</p> <p>Shotton, R. (2018). The Choice Factory: 25 behavioural biases that influence what we buy. Hampshire, UK: Harriman House.</p>		
Additional information			