

Course Unit	Marketing and Entrepreneurship		Field of study	Entrepreneurship Sciences	
Master in	Technology and Animal Science		School	School of Agriculture	
Academic Year	2021/2022	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	5026-453-1204-00-21				
Workload (hours)	162	Contact hours	T 30	TP -	PL 18
			TC 6	S 6	E -
			OT 20	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Alda Maria Vieira Matos Gonçalves, Paula Sofia Alves do Cabo

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know the fundamental aspects of marketing and how it contributes to the management of organizations today;
2. Understand consumer behavior, key marketing variables, and evaluate the impact of options regarding marketing variables on company strategy;
3. Identify the determinant factors for creating a successful enterprise.
4. Analyze the economic and financial viability of investment projects.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Don't have

### Course contents

1. Marketing strategy and market studies
2. Entrepreneurship and start-up businesses creation: conditioning factors for entrepreneurship; The entrepreneurial process; Model and business plan; Set up a company - legal structures, supports and regulations. Assessment of economic and financial viability of investment projects.

### Course contents (extended version)

1. Fundamentals of Marketing and Entrepreneurship
  - Definition, origin and marketing management
  - The Marketing environment
  - Concept and importance of entrepreneurship; Entrepreneurial profile
  - Entrepreneurship in Portugal and young entrepreneurship; current situation and conditioning factors.
  - The entrepreneurial process: phases and determinant factors
2. Market and consumer behavior studies
  - The Market. Specificity of the agricultural markets
  - Information systems and marketing research (forecast methods)
  - Consuming market and consumer's purchase behaviour
  - Opportunity analysis
3. Marketing Strategy
  - Market segmentation, determination of the target group and positioning.
  - Marketing-mix
  - Marketing strategy and the design of business model
4. Marketing plan
5. Generating and evaluating business ideas
6. Elaboration of the business plan.
7. Analysis of the economic and financial viability of investment projects
8. Set up a new company: legal structures, support and regulations, funding and taxes.

### Recommended reading

1. Kotler, P. ; Armstrong, (2004), "Principles of Marketing", 10th Edition, Prentice Hall, Upper Saddle River, NJ.
2. Kotler, Philip (2003), "Marketing Management", 11ª edição, editora Prentice Hall.
3. Lindon, D. ; Lendrevie, J. ; Lévy, J. ; Dionísio, P. ; Rodrigues, V. (2004), "Mercator, Teoria e prática do marketing", 10ª edição, Publicações Dom Quixote
4. IAPMEI (2016). Guia Explicativo para a Criação do Plano de Negócios e do seu Modelo Financeiro. Start Up Portugal, IAPMEI – Agência para a Competitividade e Inovação, Abril 2016.
5. IAPMEI (2016). Manual do Empreendedor. Start Up Portugal, IAPMEI – Agência para a Competitividade e Inovação, Abril 2016.

### Teaching and learning methods

Lectures and class discussions aiming to involve the student in the learning process, with presentation/discussion of "real life" exercises and case study analysis, allowing the exchange of experiences and practice of individual/group decision making, thus strengthening the learning outcomes. Tutorial sessions, enabling students to create a "real" company and execute the underlying business plan.

### Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 80%
  - Final Written Exam - 20%

### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Alda Maria Vieira Matos Gonçalves, Paula Sofia Alves do Cabo	Maria Isabel Barreiro Ribeiro	Alfredo Jorge Costa Teixeira	Paula Sofia Alves do Cabo
27-11-2021	28-11-2021	29-11-2021	01-12-2021