

01 - UNDERGRADUATE COURSE IN MARKETING MANAGEMENT

A.CHARACTERIZATION OF THE MARKETING MANAGEMENT DEGREE

The degree in Marketing Management was therefore introduced as a means of fill a gap in this field, giving an innovative and comprehensive perspective in the area of Social and Human Sciences in which Marketing is comprised. This course includes specific tutoring on Marketing skills, with particular scientific contextualization in the area of Management, essential to an integrated training for future Marketing professionals.

B.CURRICULAR STRUCTURE AND STUDY PLAN

The curricular structure aims at adapting the scientific content, taught in the Marketing Management course, with the Bologna Process requisites, developing students' skills in key Marketing areas. The conformity process was achieved by maintaining the initial curricular structure and adapting the programmatic contents to the recent developments in the scientific area of the subject, with a view to prepare professionals who will be equipped to respond to the needs of an increasingly demanding and competitive market.

The Higher Institute for Business Communication (henceforth referred to as ISCEM) is organized in Scientific Sections which structure the different areas of knowledge within the institution. The main scientific area in this 1st cycle is that of Marketing, which represents 33% of the total ECTS necessary for obtaining the graduate degree, followed by the scientific areas of Economy and Management with approximately 13%, and Quantitative Methods and IT with 12%. The relevance attributed to these scientific areas is explained by their instrumental character, in portraying market reality and the environment in which organizations are players.

The central area in any course taught at ISCEM is Internships and Applied Studies, with 25%. This area corresponds to an application of knowledge acquired by the students throughout their academic learning, both in internships with companies, and in implementing projects in workshops developed as a means of acquainting them with the more complex realities. As regards internships, ISCEM has always included in its educational syllabus internships for students of Business Communication and Marketing Management courses, as from the second year. The general purpose of the Internships is to breach the gap between an academic learning and its application in practice.

These internships allow students to acquire not only practical training and an overall perspective of the company, but also function as a "laboratory" where they can test, in direct contact with reality, their theoretic knowledge and their intellectual abilities, discovering areas of future vocational development. On the other hand, the internships also allow the host companies to evaluate the professional capacity of the students, a starting point towards a progressive and qualified future integration, as well as creating an interactive relationship with ISCEM, a cooperation that helps to perfect teaching methods and the scientific quality of the subjects taught, tailoring them to market specifics and professional practice. This is why there is a high level of employment offers among ISCEM students, due to the positive results of their sojourn with several companies and the scientific and technical added-value they gather in their several experiences. Another differentiating aspect of ISCEM as an institution of higher learning is the development of several application projects in the marketing area that are carried out throughout the course. The main object of these projects is the enhancement of knowledge already acquired in the course in solving specific situations, developing at the same time the students' capacity for group interaction, and under stressful situations. The exercises carried out within the scope of these projects very often become solutions implemented by those who requested them.

C.OBJECTIVES OF THE CYCLE

Embracing a profession or activity related to Management, and in particular in the area of Marketing, requires a preparation that will enable the student to perceive and analyze phenomena that range from the study of consumer behaviour to an understanding of the various markets dynamics, as well as the definition and selection of strategies for problem solutions and developing skills in the area of the specific tools to support their decisions. The object of ISCEM as a teaching institution is to create and develop a set of skills specific to this area of economy science, - Marketing -, so as to train professionals in Marketing Management who will be capable and ready for integration as valid and dynamic assets to the business world they are about to enter.

The curricular structure of the Marketing Management course has therefore been structured targeting the following skills:

-1st Year - Fundamentals – the curricular plan for the first year is directed at basic learning. A comprehensive knowledge of the Fundamentals of Marketing as well as an overall approach to the concepts of market and consumer behaviour are key skills to be acquired in the basic learning program of a future Marketing professional. Therefore, the curricular plan aims at providing the student with tools in the area of management and business control, and a set of general skills that will enable him to analyze and produce a general diagnosis of the company/organization.

- 2nd year - Tools – during this year, students will have as their main objective the development of the more technical aspects of their skills, particularly in the area of Marketing planning in its various aspects, as well as their capacity for implementing Strategies adequate to different markets.

The curricular plan is therefore more concentrated on the disciplines, with the objective of integrating Marketing chief areas that will enable the full understanding and execution of acquired knowledge. In parallel to the area of Marketing, the student will also learn to deal with the surrounding environment, and handle Marketing related contexts and contents from an integrated organizational perspective.

- 3rd Year – Specific Skills – During the last year, the subjects of the curricular units become more specialized. The curricular structure, being more specific, allows the student to acquire a deeper grasp and knowledge of the most recent Marketing subject matters, preparing him for professional integration through the review of case studies and, whenever possible, practical examples from the industry and services. The skills acquired are in keeping with the most recent Marketing trends from a Management standpoint, such as the disciplines of Information Technology or Tourism Marketing.

As previously mentioned and in line with the requisites of the Bologna Process, ISCEM intends to adapt its degree in Marketing Management to the new reality of university tuition within the community area.

The new curricular structure aims at developing the following skills:

- a) define the concepts, techniques and tools essential to pursuing a professional career in the Marketing area;
- b) relate their acquired knowledge to a more global context of the company, the market and the country;
- c) identify and evaluate new situations and act accordingly in an efficient and autonomous manner, using the previously acquired knowledge;
- d) gather, classify and work on data so as to extract information to guide decision making;
- e) organize, plan and allocate tasks inherent to the functions of Marketing professionals;
- f) work as a team;
- g) autonomously evaluate and work with a view to keeping knowledge constantly updated.

D.SUBSTANTIATION FOR THE NUMBER OF CREDITS

Based on the questionnaires distributed to students at the Higher Institute for Business Communication between October and November 2005, a prioritized working list was prepared by them on the present study plan and the degree of difficulty experienced by students in relation to each curricular unit. The survey included submitting questionnaires to professors and students, which resulted in suggestions concerning the introduction of new programmatic contents and the suppression of others, which were duly considered by the team responsible for the conformity of the Course. It is significant that most of the students opted for the three year cycle of studies, to be complemented by two years corresponding to the Master's Degree.

Following suggestions put forward by professors of the scientific areas of the Marketing Management course, the curricular structure was organized as follows:

- The number of student working hours to be taken into account includes all aspects of work considered, namely hours spent in contacts and hours spent on internships, projects, field work, study and assessment;
- The work of one full time curricular year, totals one thousand five hundred hours per year, and is carried out over a period of 36 weeks. Eighteen weeks per Semester, of which Fifteen weeks correspond to an average of forty working hours per week carried out by the students, plus three weeks of assessment;
- The number of credits that correspond to the work of one curricular year is 60 Credits, divided by the two Semesters (30=750 hours), distributed by the corresponding credits;
- Each credit conferred by each curricular unit is equivalent to twenty five working hours carried out by the student.

E.SUBSTANTIATION OF THE STUDY CYCLE

ISCEM's option is in line with the method generally followed within the European space for this area of learning. In fact, most European university institutions that provide teaching in the areas of Management and Marketing have opted for a three year course for the graduate degree, with the complementary Master's degree to be achieved in two years.

ISCEM proposes a graduate degree in three years, with the possibility of being continued at Master level to extend the knowledge acquired, with the designation of Master's Degree in Strategic Marketing, with two years' duration.

F.CONFORMITY WITH THE BOLOGNA PROCESS

The curricular structure is centred on a teaching methodology directed at providing the student with specific skills through a theoretical-practical learning system where the use of tools on real case studies is directed at the solution of problems by interrelating increasingly complex realities.

ISCEM's mission, centred on providing a wide broad band, innovative and high quality university education, preparing students for the working market, is thus enhanced by the principles of the Bologna Process where, in parallel to broad knowledge of the study program, specific skills are developed in the area of problem solving and tasks execution.

Curricular Structure and Study Plan

1. **Teaching institution:**
INSTITUTO SUPERIOR DE COMUNICAÇÃO EMPRESARIAL – HIGHER INSTITUTE FOR BUSINESS COMMUNICATION
2. **Organic unit (faculty, school, institute, etc.):**
INSTITUTO SUPERIOR DE COMUNICAÇÃO EMPRESARIAL – HIGHER INSTITUTE FOR BUSINESS COMMUNICATION
3. **Course: MARKETING MANAGEMENT**
4. **Degree or diploma: GRADUATE DEGREE**
5. **Main scientific area of the course: Marketing**
6. **Number of credits required, according to the European system for transfer and accumulation of credits, to obtain the degree or diploma: 180 credits**
7. **Normal duration of the course: 6 semesters = 3 years**
8. **Scientific areas and credits, which have to be achieved in order to obtain the degree or diploma:**

Scientific area	Acronyms	Credits
		Mandatory
Marketing	MKT	60
Economics and Management	EG	24
Quantitative Methods and IT	MQI	21
Communication	COM	9
Psycho-sociology	PS	12
Languages	LIN	6
Law	DIR	3
Internships and Applied Studies	EA	45
TOTAL	-	180

Study Plan:

Graduate Degree in Marketing Management

Grade: Graduate Degree

Marketing 1st year / 1st semester

TABLE Nr. 1

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Introduction to Marketing	MKT	Semester	150	TP:67,5	6
Communication Skills	COM	Semester	75	TP:45	3
Mathematics	MQI	Semester	150	TP:67,5	6
Microeconomics	EG	Semester	150	TP:67,5	6
Introduction to Management	EG	Semester	150	TP: 67,5	6
Management Accounting	EG	Semester	75	TP:45	3

Marketing

1st year / 2nd semester

TABLE Nr. 2

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Consumer Behaviour	PS	Semester	150	TP:55,5; TC:12	6
Business Finance	EG	Semester	150	TP:67,5	6
Statistics	MQI	Semester	150	TP:67,5	6
Business English	LIN	Semester	75	TP:45	3
Management Computer Science	MQI	Semester	75	TP:45	3
Business Law	DIR	Semester	75	T:45	3
Mini-Project – Open Doors	EA	Semester	75	OT:10; TC:20	3

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2nd year / 1st semester

TABLE Nr. 3

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Marketing Planning	MKT	Semester	150	TP:55,5; TC:12	6
Business Communication and Public Relations	COM	Semester	150	TP:67,5	6
Product Innovation and Development	MKT	Semester	75	TP:45	3
Market Research	MKT	Semester	75	TP:45	3
Business Spanish	LIN	Semester	75	TP:45	3
Marketing Project - Workshops	EA	Semester	100	OT:10; TC:20	4
Internships	EA	Semester	125	E:125	5

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2nd year / 2nd semester

TABLE Nr. 4

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Brand Management	MKT	Semester	150	TP:55,5; TC:12	6
Distribution and Negotiation	MKT	Semester	75	TP:45	3
Advertising	MKT	Semester	75	TP:45	3
Organizational Change and Development	PS	Semester	75	TP:45	3
Decision Supporting Models	MQI	Semester	150	TP:67,5	6
Marketing Project - Workshops	EA	Semester	100	OT:10; TC:20	4
Internships	EA	Semester	125	E:125	5

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3rd year / 1st semester

TABLE Nr.5

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Tourism Marketing	MKT	Semester	150	TP:67,5	6
Classification Management and Merchandising	MKT	Semester	75	TP:45	3
Sales Force Management	MKT	Semester	75	T:45	3
Human Resource Management	PS	Semester	75	T:45	3
Services Marketing	MKT	Semester	75	TP:45	3
Management Project - Workshops	EA	Semester	100	OT:10; TC:20	4
Internships	EA	Semester	200	E: 200	8

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3rd year / 2nd semester

TABLE Nr.6

Curricular units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Relational Marketing	MKT	Semester	150	TP:55,5; TC:12	6
Social Marketing	MKT	Semester	75	TP:45	3
Political Marketing	MKT	Semester	75	TP:45	3
International Marketing	MKT	Semester	75	TP:45	3
Business Strategy	EG	Semester	75	TP:45	3
Marketing Project - Workshops	EA	Semester	100	OT:10; TC:20	4
Internships	EA	Semester	200	E: 200	8