

Course

Academic Year: **2013/2014**

Marketing in the New Era

Semester: **2nd**

Instructor(s): **Maria do Rosario Pinto Correia**

Course Description:

Provide students with insights in new tools and techniques for Client Management and obtaining maximum lifetime value in a sustainable way

Course Content:

1. Understanding the market
 - a. The 21st Century new paradigm
 - b. The relevance of entrepreneurship
 - c. What are investors looking for
 - d. Portugal unique features

 2. Relevant tools
 - a. Brands and its clients – the relationship cycle
 - b. Client satisfaction
 - c. Profitability and sustainability

 3. The end result - We sell ...or else!
 - a. Communication that power brands
 - b. Lobbying
 - c. Commercial strategy and brand activation
 - d. The digital opportunities
 - e. International business development

 4. Project development
 - a. Using the Portuguese language and culture as a main competitive advantage
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Course Objectives:

To give students weapons to ensure the competitiveness and success of their future companies, by recognizing the fast evolution of the markets and the consumers, and learning how to employ new visions, techniques and reasoning



Grading:

In this program students will be evaluated via

1. Written test at the end of the semester – 45% to 55%
2. Presentation of “Portugalidade project” – 30% to 35%
3. Participation in assignments during the classes – 15% to 20%

If the grade of the written test is below 8, students may be asked to make the final exam, even if the average of all grades is above 10

If students fail to be present in a class with a guest without prior information / justification their final grade will suffer a reduction of 5% per class

Class Schedule :

Classes will be held both on Thursday afternoon and Friday morning as per schedule to be placed on the discipline webpage

Due to the presence of guests, and lack of control over their agendas, schedule may change on short notice

Please refer to the webpage before each class, to guarantee that you are made aware of any unexpected changes in the schedule

In the schedule you will find some open classes - they will only be used in case of need to replace any of the 12 forecasted sessions

Bibliography:

Due to the multiplicity of subjects, there will be no text book recommended.

For some sessions a specific hand-out will be prepared, with the class presentation, academic texts and/or other reading materials



Biography –

Maria do Rosario Pinto Correia is a graduate in Economics (CLSBE) and MBA (Wharton School / Nova SBE)

Worked in Client related areas for more then 30 years – marketing, communication, satisfaction, relationship, ... - in different economic sectors (telecommunications, media, publishing, advertising, fashion, jewellery, ...)

Teaching at CATÓLICA LISBON since 1977 both in undergraduate, master and executive programs, basically in the client related issues subjects

Contact(s) and Office hours:

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Students appointments on demand
