

Polytechnic Institute of Viseu

School of Technology and Management of Viseu

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| Course title | Research Project in Marketing | | |
| Scientific area | Marketing | | |
| Teaching method | <p>The teaching methodology is essentially based on supervision conducted individually or in group and takes the form of supervisory meetings. Students will be supervised at all stages:</p> <p>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> | | |
| Lecturers: | | Language of instruction | English |
| ECTS | 8 | Semester | Fall; Spring |
| Hours per week | 1,5 | Hours per semester | TP: 19,5; OT: 13 |
| 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 | <p>Kotler, P., Armstrong, G., & Opresnik, M. (2018). Principles of marketing. 17th ed., New Jersey, Publication Pearson, Prentice Hall.</p> <p>Given the specificity of this curricular unit, other bibliography will be recommended based on the topics chosen by the students.</p> | | |
| Additional information | | | |