

ID	3765
Curricular Unit	Marketing
Regent	Jorge Alberto Souza de Vasconcellos e Sá
Learning Outcomes	To make a marketing plan for products of a large company or of micro-companies or of small-medium companies.
Syllabus	First: the sports industry; Second: Marketing mix; Third: The sports marketing; Fourth: Special aspects of marketing (marketing one to one); and Fifth: Marketing plan.
Evaluation	The course consists of theoretical and practical lessons, and Classes are filled by the regent lecture, students presentation and debates. The final grade is based on: 60% of the final exam; 40% of the work (to be arranged with the teacher of the discipline); Permanent evaluation: all students will, upon the average of 8.3.1 and 8.3.2, receive up to +2 or -2 values depending on the evaluation of their participation in class; Restriction: no student will obtain approval in the discipline without having at least 8 in the final exam.
Bibliography	“A bola não entra por acaso - o que o futebol tem a ensinar à gestão”; Ferran Soriano (ex-vice presidente do Barcelona e actual presidente da Spanair); Gestão Plus; 2010; Portugal “Marketing, real people, real choices; Solomon, Marshall e Stuart; Pearson International Edition; 2012 - “Sports Marketing, a strategic perspective”; M. Shank; Pearson International Edition; 2009; e - “Sports marketing”; Sam Fullerton; McGraw-Hill International Edition; 2009; “Customer specific marketing - The new power in retailing”; Brian P. Woolf; Teal Books; 1996; EUA “Drucker on carving success out of the crisis: what Peter Drucker would have told us”; Jorge Vasconcellos e Sá; Vida Económica; 2009; Portugal