

Course	Marketing Graduation		Academic year	2021/2022	
Subject	Marketing Simulation Models		ECTS	7	
Type of course	Compulsory				
Year	3	Semester	2nd sem		Student Workload:
Professor(s)			Total	196	Contact 90
Area Coordinator	PhD Amândio Baia				

Planned SD

1. LEARNING OBJECTIVES

Consolidate a set of theoretical concepts from a number of other previous curricular units in Management through simulation and use of computer tools. Put into practice the concepts and mechanisms of marketing in a competitive context. Promote awareness of the true nature of the business world, while cementing the various techniques of management, marketing and strategies acquired throughout their studies.

2. PROGRAMME

Shadow Manager, a computer simulation program licensed to the ESTG-IPG, is the basis of this curricular unit, simulating decision-making for managers of an industrial company. Initially, the company produces and sells a limited range of products in today's market; then the simulator predicts the launching of new products such that the syllabus advances over three phases:

Subsequently, the simulator provides for the launch of new products.

The programme contents are divided into 3 modules:

Module 1 - Strategic and operational plan (30 hours)

1. Functioning, mission and objectives of the organization
2. Products produced and / or marketed
3. Analysis of market supply and demand
4. Human resources management: MOD and sales force
5. Operations management: production, subcontracting, purchasing
6. Marketing: supply, sales price, quality, communication and commercial budget, distribution, credit
7. Preparation of forecast charts, income statement, treasury, and cost of production.

8. Preparation of estimated decision sheets.

Activity to complete: 3 year operational plan delivery (see script)

Module 2 - Business Simulation (30 hours)

1. Preparation of decision-making Year n (with n = 1, ..., 4)
2. Decision making Year n with n = 1, ..., 4)
3. Delivery of results (economic, financial) with n = 1, ..., 4) and analysis of results
4. Individual assessment

Activity to be completed: deliver decision sheet + + analyze results hold tutorials according to planification, 4 economic exercises.

Module 3 - Management / activity report (4 weeks - 20 hours)

1. Economic analysis
2. Competition Analysis
3. Future Perspectives
4. UC Portfolio
5. Presentation of the management report and the results of the field work

Activity to complete: delivery and discussion of the final report.

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, developed through the syllabus, aims to foster the overall education of the student as a person and as a future manager, making them aware of the need to know how to be and how to behave as well as to know how to do, operationally and instrumentally across the many variables of a company in a simulated context. Students should thus acquire and develop operational and instrumental skills. In the end, the student should be able to participate and develop his/her professional activity autonomously in terms of organization, development and application of principles of business and organizational management on the job.

4. MAIN BIBLIOGRAPHY

Alves, Catarina (2017), *Manual do Aluno – CLIMATICA* tradução para a língua portuguesa do “Manual do Participant ClimaTiCA criado e desenvolvido por G. Bessis, disponível no SM50 do Shadow Manager software.

Alves, Catarina (2020), *Guiões de trabalho da CLIMATICA*, disponível no SM50 do Shadow Manager.

Ferreira, M., Santos, J., Reis, N. e Marques, T. (2010), *Gestão Empresarial*, Lidel – Ed. Técnicas, Lda.. Lisboa.

Ferreira, P., Agapito, D. (2017), *Manual de Gestão de Marketing – da teoria à ação*. Sílabas & Desafios, Faro.

Lévy et al. (2015), *Mercator da Língua Portuguesa – teoria e prática do marketing*, 16ª edição, Ed. Dom Quixote.

Notes / Recommended reading of the following curricular units of the degree in management: Organization and management; Financial Accounting I and II; Management Accounting; Business strategy; Human resource Management.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Methodology: lecture, group/individual work, debate, field work, problem solving and individual research.

CONTINUOUS/ONGOING ASSESSMENT: the student obtains approval when the weighted average of two factors is equal to or higher than ten values, and the third factor (except working students) is cumulatively fulfilled, being exempted from examination.

- *First factor:* mandatory completion of two individual written tests, weighted with 15% and 25%, respectively of the final grade, on dates scheduled during the classes.
- *Second factor:* mandatory completion of three assignments (individual assignments for working students), subject to the themes developed in modules 1, 2 and 3, respectively, with the delivery in paper format and digital support on the stipulated dates (communicated on the website page in Moodle), weighted with 20% (module 1), 25% (module 2) and 15% (module 3) of the final grade. The elements of evaluation of the second factor must be elaborated throughout the semester (in business simulation between student-companies, according to the guidelines provided by the teacher) and are mandatory in all phases of evaluation (normal, resource or special season) .

- Third factor: assistance and participation (in the TP and OT sessions), proven in 85% of the classes (except for working student students).

EXAM EVALUATION: the final classification results from the combination of the works carried out in continuous evaluation, with the classification obtained throughout the semester, through the continuous evaluation regime, in the mandatory practical components.

The student obtains approval when the weighted average of the two factors and cumulatively fulfilled the third factor (except working students) is equal to or greater than ten values:

- First factor: mandatory completion of an individual written test, weighted with 40%, respectively of the final grade, on dates scheduled by ESTG board.
- Second factor: mandatory completion of three assignments (individual assignments for working students), subject to the themes developed in modules 1, 2 and 3, respectively, with the delivery in paper format and digital support on the stipulated dates (communicated on the website page in Moodle), weighted with 20% (module 1), 25% (module 2) and 15% (module 3) of the final grade. The elements of evaluation of the second factor must be elaborated throughout the semester (in business simulation between student-companies, according to the guidelines provided by the teacher) and are mandatory in all phases of evaluation (normal, resource or special season).
- Third factor: assistance and participation (in the TP and OT sessions), proven in 85% of the classes (except for working student students).

In any evaluation period, the individual written test has a minimum grade of eight values.

IMPROVEMENT RATING: The works related to the second evaluation factor are not considered to improve classification.

According to Article 22º nº 2 School Regulation nº 772/2010 of the 1st Cycle Courses of the Polytechnic Institute of Guarda, the admission to the final evaluation (in any of the seasons) is to be conditioned to the accomplishment of the second factor. (three compulsory works) and the third attendance factor (attendance - except for working students), approved by the Technical-Scientific Councils and provided for in the GFUC.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To reach the proposed objectives, the methodology for this curricular unit is based on principles of theoretical and practical training, individual tutoring and laboratory practice with the tools and application of specific techniques, within a competitive environment obtained through the use of a business simulator. The methods and teaching techniques for class sessions include using the affirmative method through technical lectures and demonstration, the group interaction method with role play, with the teacher's responsibility focused on reinforcing learning and the coordination of the diverse actions and tasks related to simulating operational and professional technique. The methodology used is intended to provide the opportunity to learn about and develop professional techniques and skills to carry out decision-making functions in the area of marketing.

7. ATTENDANCE

Ongoing assessment: the student is required to sign, in each class and tutoring, an attendance sheet. Since most of the work is accompanied in the classroom or by tutoring, classes and tutorials are mandatory, so approval will not be granted in the academic year to those who do not attend 85% of the classes, which corresponds to 13 hours, 1 week after its beginning (including tutorials).

Worker-Student: is not covered by this scheme attendance. The worker- student must comply with all other requirements of the assessment rules set out in section 5 of the subject description.