

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: Marketing (evening Courses)

Course: Project

Academic Year: 2014/2015

Academic year: 3

Term: Summer Semester

Attendance: Optional

Course Responsible Teacher: Mestre Maria Antónia Rodrigues

Number of Credits (ECTS): 10.0

Theoretical/Practical Work (hours): 4.5 h

Objectives:

To apply and integrate knowledge acquired to the completion of a marketing project

Prepare the students for the entry into the labour market

To provide the students with skills to analyze marketing problems and propose appropriate solutions

Syllabus:

Students attend classes where solutions for the problems encountered during the design / implementation of the project and methodologies and solutions are discussed, with the participation of all students and appropriate readings to the scope of the project are recommended

Objectives:

Theoretical approach

Active methodology

Demonstrative methodology

Assessment Methods:

Students must submit the project report on the date of regular exam or the appeal exam, scheduled by the school in the calendar of examinations. The report is evaluated according to a grid designed for this purpose and previously published

The project report should not exceed 30 to 40 pages, excluding annexes

References:

The recommended readings are in accordance with the individual project plan content

Mestre Maria Antónia Rodrigues

S. Mamede Infesta, 31 de Março de 2015