



## Polytechnic Institute of Viseu

### School of Technology and Management of Viseu

Course title	Advances in Marketing		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Fall
Hours per week	3	Hours per semester	TP: 39; OT: 13
Objectives of the course	<p>It is expected that after completion of Advances in Marketing, the students will:</p> <ol style="list-style-type: none"> <li>1. be knowledgeable of the latest marketing trends;</li> <li>2. understand the most current marketing topics;</li> <li>3. develop their critical thinking on new marketing trends;</li> <li>4. develop their understanding, communication and presentation skills in oral and written English.</li> </ol>		
Entry requirements	There aren't any.		
Course contents	<p>There will be a research of new books and authors in the marketing areas. The main objective is to promote English reading. Therefore, students will have to read a book related to marketing and research that topic. Subsequently, they must write a book review and orally present their work.</p> <p>The lecturers will provide advanced themes in marketing, which will be altered if necessary, or by obsolescence or because other themes become more appropriate.</p>		
Assessment methods	The evaluation system aims to the following demonstration skills: theoretical knowledge and skills analysis and assessment through the exploration and use of tools in project context.		
Recommended readings	<p>Andrews, M, Leeuwen, V. &amp; Baaren, V. (2013). Hidden Persuasion. Amsterdam, The Netherlands: Bis Publishers.</p> <p>Baer, J. (2016). Hug your Haters. New York, NY: Penguin.</p> <p>Berger, J. (2013). Contagious: Why Things Catch On. New York, NY: Simon &amp; Schuster.</p> <p>Berger, J. (2017). Invisible Influence. New York, NY: Simon &amp; Schuster.</p> <p>McKee, R &amp; Gerace, T. (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. New York, NY: Twelve.</p> <p>Shotton, R. (2018). The Choice Factory: 25 behavioural biases that influence what we buy. Hampshire, UK: Harriman House.</p>		
Additional information			