

COURSE INSTRUCTOR

Carmen Helena Caldeira De Freitas Lages

SHORT BIOGRAPHY

Associate Professor of Marketing at Nova SBE. Carmen received her PhD in Marketing from Warwick Business School, England. Carmen's research has been published in journals such as the Journal of Business Research, Journal of International Marketing, Industrial Marketing Management and European Journal of Marketing. She is one of the Academic Directors of the Leadership for Impact Centre. Current research interests include Organizational Capabilities (Innovation and Learning), Social Marketing, Not for Profit Marketing, Social Intrapreneurship and Social Entrepreneurship.

INSTITUTIONAL EMAIL

carmenlages@novasbe.pt

OFFICE HOURS

Thursdays 14:30-15:30 (by appointment, please).

Scientific Area/Área Científica:	Gestão		
Frequency/Periodicidade:	Trimestral		
Number of Contact Hours/ Número Horas Contacto:			
(T) Teóricas/Theoretical:	0000:00	(TP) Teórico-Práticas/Theoretical-Practical:	0018:00
(P) Práticas/Practical:	0000:00	(OT) Orientação Tutorial/Tutorial Orientation:	0005:00
(PL) Práticas Laboratoriais/Practical Labs:	0000:00	(S) Seminário/Seminar:	0000:00
Horas Dedicadas/Dedicated Hours:	0075:00		
Total Horas/Total Hours:	0098:00		

PREREQUISITE(S) / PRÉ-REQUISITO(S)

NA

COURSE UNIT AIMS

This course considers the planning and implementation of programs designed to bring about social/ behavioral change using concepts and practices from commercial marketing as well as the best practice strategies to meet the unique marketing requirements of nonprofit and hybrid (with both social mission and profit) organizations.

COURSE UNIT CONTENT

This course emphasizes the high potential societal role of marketing. It introduces social marketing as the application of marketing concepts and other social change techniques to achieve both individual behavior changes and societal structural changes. Similarly, the course addresses the

unique challenges of using marketing concepts and practices as applied to nonprofit or hybrid organizations. Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers and key stakeholders to behave in ways that promote positive social effects.

Topics include individual and collective behavioral change for accepting a new behavior, rejecting a potentially undesired behavior, modifying a current behavior and abandoning an old undesired behavior. Marketing planning, market research and branding for nonprofit or hybrid organizations.

LEARNING OBJECTIVES

A. Knowledge and Understanding

Interpret why behavior change is often difficult and understand the need to invest in long-term strategies

Utilize the relevant theoretical frameworks available to social marketers to understand audience motivations and reasoning

Use the principles of marketing communication and persuasion mechanisms in order to effectively influence targeted audiences and achieve objectives

Critique ways the effectiveness of campaigns can be measured and explain the difficulties that may be encountered

B. Subject-Specific Skills

Explain the scope of social marketing and how it relates to other areas of marketing

Summarize how effective social marketing campaigns achieve desired societal objectives

Acknowledge unintended effects of social marketing efforts

Identify the main challenges and rewards of marketing when applied to not for profit organizations

C. General Skills

Think critically;

Team work;

Decide under uncertainty;

Extract relevant insights from excess information.

DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS

Lectures will include demonstrations through case studies and guest speakers, in-class exercises, in-class discussions, in-class presentations and case study resolution & discussion.

TEACHING AND LEARNING METHODS

Learning-by-examples (demonstration)

Learning-by-doing (practice by doing)

Learning-by-teaching [teach other(s)]

Learning-by-debating (after video visualization or text reading).

DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE LEARNING OBJECTIVES

Considering the fundamental purposes of this course, which are to learn how to plan and implement programs designed to bring about social/behavioral change and to be familiar with the best practices of marketing for nonprofit and hybrid organizations, a mix of the above mentioned learning methods is the most suitable approach to this course.

DEMONSTRAÇÃO DA COERÊNCIA DAS METODOLOGIAS DE ENSINO COM OS OBJETIVOS DE APRENDIZAGEM DA UNIDADE CURRICULAR [PT]

ASSESSMENT

«Describe Assessment Methods»

The weight of the final exam should not be less than 30% nor exceed 70%.

Please consult the Teaching Handbook for more information.

A. Regular Exam Period

50% - Class Exercises and Participation

*Group Work (case resolution and debate)
Individual Flash Essay - 20%*

50% - Final exam (Case study resolution and question about course content)

B. Resit Exam Period (not applicable to Master courses)

«Continuous assessment (and their weights) if different than 100%:

«Final exam (and its weighting):

C. Grade Improvement in Regular Period (not applicable to Master courses)

«Continuous assessment (and their weights) if the scanning feature doesn't count 100%:

«Final exam (and its weight):

D. Grade Improvement in Resit Period (not applicable to Master courses)

«Continuous assessment (and their weights) if different than 100%:

«Final exam (and their weighting):

BIBLIOGRAPHY

Recommended books:

Andreasen, A. R. (Ed.). (2006). Social marketing in the 21st century. Sage.

Andreasen, A. and Kotler, P. (2008). Strategic Marketing for Nonprofit Organizations. Upper Saddle River, NJ. 7th Edition. Prentice Hall, Inc.

A list of readings will be provided to students.

ADDITIONAL INFORMATION

Course Impact Relation

Throughout the teaching period, students are challenged to reflect, discuss and deepen their understanding across different challenges presented in the SDG Agenda. It equips today's learners with the knowledge and skills needed to promote individual and societal change, through a deepened comprehension of marketing practices applied to nonprofit and hybrid organizations. This understanding is then evaluated through the assessment forms.

