

SYLLABUS

I. IDENTIFICACION

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|--|------------------------------|------------------------------|
| Degree Course: Business Administration | | |
| Department: Administração Empresarial - DAE | | |
| Course: Strategic Marketing Management and Creativity | | Code: |
| Working Hours: 72 hours/class | Academic year: 2017/2 | Phase: Elective class |
| Professor: Eduardo Trauer, M. Eng. | | |
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II. SUMMARY

Marketing Philosophy, Marketing and Creativity, Factors Involved in the Management of the Marketing Function, Marketing Plan, Marketing Cube, Competitive Marketing Strategy, Holistic Vision and Reading of the World, Service Startup and Lateral Thinking, The Marketing Structure as a Knowledge System.

III. GOALS AND OBJECTIVES

Enable the students to understand and reflect Marketing Philosophy as well how the marketing works in all fields of business activities and how to use their concepts to create value in organizations and society. Enhance the students' ability to use and develop strategic marketing to maximize firm performance.

IV. DIDACTIC PROGRAM

- 1. Holistic Marketing Vision and Marketing Philosophy**
 - 1.1 What is Holistic Vision;
 - 1.2 Marketing Philosophy and the Vision of the World;
 - 1.3 The controllable marketing variables;
- 2. Thinking as a Marketing Skill**
 - 2.1 Intelligence and Education;
 - 2.2 Critical Thinking;
 - 2.3 Perception;
 - 2.4 Creativity and Lateral Thinking;
 - 2.5 Lateral Thinking as a Marketing Process;
- 3. Marketing Strategy**
 - 3.1 Purpose and Function of Marketing Strategy;
 - 3.2 Relationship to Competitive Advantage;
 - 3.3 Marketing Plan
 - 3.4 Marketing Cube
- 4. Creating Competitive Advantage**
 - 4.1 What is Competitive Advantage;
 - 4.2 Knowledge Management;
 - 4.3 Knowledge Management in Organizations;
- 5. Service Startup**
 - 5.1 The Concept;
 - 5.2 The MVS Model (Minimum Valuable Service Model);
 - 5.3 Go Build!

V. LEARNING METHODOLOGY

The exhibition of the content will occur through activities that facilitate and encourage the learning. Search will be constant interaction with students. Proposed activities:

- Analysis and interpretation of texts and articles;
- Lectures;
- Case studies;
- Presentations.

IV. ASSESSMENT SYSTEM

The assessment of students will occur through the integration of:

- Frequency classes;
- Participation in class;
- Resolution of case studies;
- Presentations.

V. BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

BEDBURY, Scott. **A new brand world: Eight principles for achieving brand leadership in the Twenty-First Century**. Penguin Books. ASIN: B000OT8GS0

DeBONO, Edward. **Thinking Course**. Rev.ed. ISBN 0-8160-3178-9.

MAGALHÃES, Marcos Felipe. SAMPAIO, Rafael. **Planejamento de marketing: conhecer, decidir, agir**. São Paulo: Pearson Prentice Hall, 2007.

OSTERWALDER Alexander, PIGNEUR, Yves. **Business Model Generation: A handbook for visionaries, game changers and challengers**. John Wiley and Sons. ISBN-10: 0470876417.

PENTEADO, José Roberto Whitaker. **Marketing de ideias**. São Paulo: Pioneira, 1983.

PINHEIRO, Tenny. **The Service Startup: Design Gets Lean**. Else Ed. ISBN-10: 0615929788.

RIES, Eric. **The Lean Startup: How today's entrepreneurs use continuous innovation to create radically successful business**. Crown Business. ISBN-10: 9780307887894. 2011

SUPPLEMENTARY BIBLIOGRAPHY

HOOLEY, Graham. **Marketing Strategy and Competitive Positioning**. 4.ed. ISBN: 978-85-7605-809-0

BROWN, Tim. **Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation**. Harper Business. ISBN-10: 0061766089.