

## ***Dissertation Seminar*** **SOCIAL MARKETING**

*Academic Year:* **2017/2018**

*Semester:* **1st**

*Instructor(s):* **Bianca Vilhena de Mendonça**

*Max. Number of Students:* **6**

### *Seminar Description:*

This seminar is aimed at students who wish to develop their Master Thesis in the field of Social Marketing (Internal or External). The students will develop a practical case/case study that will provide the Organizations with an overview, problem solving suggestions and in some cases a specific action plan.

The seminar will have instructor-led classes but also students-led classes, where students will be reporting their progress and receiving feedback from colleagues and instructor.

### *Seminar Content:*

<ul style="list-style-type: none"> <li>○ 1<sup>st</sup> Session: What is Social Marketing? <ul style="list-style-type: none"> <li>○ Social Marketing Mix</li> <li>○ Corporate Social Responsibility</li> <li>○ How Social Responsibility can help build sustainable business</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ 2<sup>nd</sup> Session: <ul style="list-style-type: none"> <li>○ Examples of Thesis and Cases Studies on Social Marketing</li> <li>○ Each students will define the topic &amp; research questions</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ 3<sup>rd</sup> Session: <ul style="list-style-type: none"> <li>○ Focused on literature review</li> <li>○ Students will work together and define data collection strategy (interviews, questionnaires, focus group)</li> <li>○ Update on progress and doubts</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ 4<sup>th</sup> Session: <ul style="list-style-type: none"> <li>○ 1ft Short presentation of the Thesis (LR &amp; Research Framework)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ 5<sup>th</sup> Session: <ul style="list-style-type: none"> <li>○ Clear definition of the Research Methods</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>○ 6<sup>th</sup> Session: <ul style="list-style-type: none"> <li>○ Update on progress and final discussion</li> </ul> </li> </ul>

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Seminar Objectives:

The students will develop a Case Study, which main focus is to solve, or is to improve a social responsibility culture in Organizations.

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Bibliography / Recommended Textbook(s) / Additional Readings:

- Ashill, J.N. (2003). Strategic Marketing Planning: A grounded investigation. *European Journal of Marketing*, 37, 430-460.
- Comissão Europeia (2011). Responsabilidade Social das Empresas: uma nova estratégia da EU para o período de 2011-2014
- ETHOS - Definição de Responsabilidade Social - <http://www.ethos.org.br/ISO26000/> [acesso em: Julho de 2013]
- Freire, A. (2008). *Estratégia: Sucesso em Portugal*, 12ª Edição. Verbo
- Gilligan, C., & Wilson, R. (2009), *Strategic Marketing Planning*, 2nd Edition. Butterworth-Heinemann
- Gordon, R. (2012). Re-thinking and Re-tooling the Social Marketing Mix. *Australasian Marketing Journal*, 20, 122-126.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management*. 12th Edition. Prentice Hall
- Leal, A.S., Caetano, J., Brandão, N.G., Duarte, S.E., & Gouveia, T.R. (2011). *A Responsabilidade Social em Portugal*. 1ª Edição. Bnomics
- Levek, A., Benazzi, A., Arnone, J., Seguin J., Gerhardt, T. (2002) A Responsabilidade Social e a sua Interface com o Marketing Social. *Revista FAE*, 5, 15-25.
- McKinsey&Company (2006). *Negócios Sustentáveis: Estratégias Inovadoras para o Desenvolvimento Social*. Ashoka Empreendedores Sociais
- Wood, Matthew, (2012). Marketing Social Marketing. *Journal of Social Marketing* (Vol.2 Nº2, p.94-102
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Biography:

**Bianca Vilhena de Mendonça** is graduate in Business Administration by UCP. Master in Marketing Management in ISEG. Certificated in NLP by INAP – RJ. Associate Certified Coach (ACC). Certificated in Therapy and Coaching with Horses – Kiron Method

Product and Project Management Experiences in Multinationals as Philips, Krups and Moulinex. Work as Consultant in human behavior, in finance and insurances companies like Zurich, Generali, Groupama, MillenniumBCP, Banco Portugal among others. See more at <http://becarpediem.wix.com/bianca>



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Contact(s) and Office Hours:

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Schedule:

Sessions	Date	Time
1	5/9	11H-12H30
2	8/9	12H30-14H
3	11/9	12H30-14H
4	18/9	11H-12H30
5	26/9	14H-15H30
6	10/10	14H-15H30

Individuals Sessions: tbc

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Deadlines:

The full list of dates and deadlines can be consulted [here](#).

Submission Deadline – 5/1/2018