



1. Scope and Objectives of the Project Work

Economics and business management are areas of knowledge whose learning are closely linked to experience as a key element in the process of learning. Operational Marketing is, first and foremost, an eminently practical reality.

In this context, it is proposed a project work in which the primary objective is to develop and deepen the knowledge of how companies work with some fundamental aspects of Operational Marketing, namely: what is the macro and microenvironment that mainly affect business performance, what type of marketing information do companies need to gather, how to define the target audience, how to generate customer value through product policies, how to capture customer value through pricing decisions, how to deliver customer value through distribution decisions, and how to communicate value to the customer through communication decisions.

2. Methodological Considerations

The company selected as an object of study is of your free own choice. It is, however, fundamental that you have the possibility to access primary and secondary data from this company. "Answers" from managers / technicians performing different functions within the company are valuable inputs for a more thorough job. Thus, the possibility to access documentation, annual reports, "minutes of meetings", press releases - i.e., secondary data; and, the possibility to conduct interviews for specific data collection are of the outmost importance to ease the process of information collection throughout your work. The selected company may be a small business, a SMC, a large national company, or any multinational company within any sector of activity, profit or non-profit!

3. Content and Structure of the Project Work

Title

Executive Summary / Abstract

Index

- 1. Introduction**
- 2. Situation Analysis**
 - 2.1. Macroenvironmental Analysis
 - 2.2. Microenvironmental Analysis
 - 2.3. Internal Analysis
- 3. SWOT Analysis**
- 4. Marketing Planning of "Alpha Company" (for a given type of Product/ Service)**
 - 4.1. Objectives and strategies (present and future)
- 5. Marketing-Mix**
 - 5.1. Product / Brand / Service Strategy**
 - 5.2. Distribution Strategy**
 - 5.3. Pricing Strategy**
 - 5.4. Communication-mix Strategy**
- 6. Conclusions and Recommendations**

Bibliography

Appendices (those necessary)



4. Formal Aspects and Other Considerations

- Include an executive summary (abstract) - maximum 500 words - as the first page of the report of the Project Work (except for the cover sheet);
- Include all the bibliography that you have used (particularly all web-sites consulted with reference to the date of consultation);
- Remember to include as appendices the questionnaires and/or interview guides that you have used;
- Your project work should not exceed 10 pages! (excluding the annexes/appendices);
- Text format: Calibri 11, single spacing as a standard.

5. Evaluation and Delivery

- This project work should be done in groups of 5 candidates. In terms of assessment it accounts for 40% of the grade of the Operational Marketing discipline.
- Final delivery date: **December 16th (in paper and PDF)**.