

Course unit title: WORKSHOP

Course unit code: 3-2-39

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 3st

Semester: 2st

Number of ECTS credits allocated: 4 ECTS

Name of lecturer: Regina Moreira

Objectives

The students organize themselves in groups of 10 elements, simulating company units based on a real company, and using the scientific tools and contents already acquired in the Course disciplines, try to solve real cases of Business and/or Marketing Communication, in a context as real as possible.

The pedagogic objective is also the teaching of “group dynamics”, so that they may learn to manage interpersonal conflicts, focusing on the scientific results and on the solutions, and to work in a team according to the principle that “**the whole is more than the sum of the parts**”.

The pedagogic direction will choose a real case that is proposed by a client (company director, commercial or Marketing director or Communication director), to which the students will present a dully grounded solution and a written File, which will be presented orally by 3 students, for about 15 minutes, to an Assessment Jury.

Many times, the work prepared by Students is implemented by the organizations that requested it. In this context, for example, a protocol has been established between ISCEM and the Cabinet of the European Parliament in Lisbon, as well as with the Lisbon Town Hall. Some of the clients with which ISCEM students have been working are: Coca Cola, Grupo Vista Alegre S.A., CTT, TLP, Grupo Lever, Jornal “O Publico”, Sporting Clube de Portugal, Grupo Sonae, Partido Popular, Partido Socialista, Partido Social Democrata, Companhia de Seguros Bonança, Brisa Autoestradas de Portugal, Cadbury's Portugal.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Planned learning activities and teaching methods: Practical lessons

Assessment methods and criteria

- There is register for presences in classroom
 - Participation /attendance (40% weighted)
 - 1 group work (60% weighted)

Language of instruction: portuguese