



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
MARKETING I

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

2nd

4. Course Unit

MARKETING I (M4305)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



UNIVERSIDADE LUSÍADA
LISBOA

8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 5,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To understand the interdependence between Design and Material Culture .

To incorporate a critical and holistic thinking about the extension of the phenomena of Material Culture within the Social Sciences.

To stimulate the construction of a frame of reference on cultural phenomena in Design research .

15. Specific Objectives

To enrich research practice in Design through the understanding of tangential phenomena .

To consolidate and incorporate reflection on object theory and its conceptual extension .

To deepen the complex phenomena of the relationship between Material Culture and Design Culture.

To enrich the theorising framework according to the specificities of the student's individual research.

16. Skills to be acquired

To understand the interdependence between Design and Material Culture

To construct a frame of reference on cultural phenomena in Design

To enrich research practice in Design through the comprehension of tangential phenomena

To consolidate, incorporate and reflect on the theory of objects and its conceptual extension



UNIVERSIDADE LUSÍADA
LISBOA

17. Teaching Methodology

18. Course Unit Program

participatory exhibition;
reading texts;
viewing of relevant material (slideshows, films);
debate.

19. Assessment Methods

continuous assessment:
1 individual essay on the literature review;
1 individual case study based on the literature review;
participation in class;
quality of oral and written expression;
demonstration of interest for the programmatic contents and capacity to interpret and relate them.
exam:
1 individual essay related to the literature review

20. Didactic Resources

Resources available for teaching and learning in the classroom: computer, projector, board.
Available resources for teaching and learning online (e-learning): computer connection to the Internet, camera, e-learning platform (Teams).
Selected bibliography.

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfil objective n.4 - quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at UL-Lisbon is to alert students to the importance of their future as Designers so that it fulfils ALL the 17 SDG defined by the UN.

22. Keywords

Material Culture
Design
Anthropology



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): CERTEAU, M.
Title: A Invenção do cotidiano
Edition: Year: 1989
Local: Rio de Janeiro
Publisher: LTC

Author(s): BÜRDEK, B. E.
Title: Design: História, Teoria e Prática do Design de Produtos
Edition: Year: 2011
Local: São Paulo
Publisher: Blucher

Author(s): GERRITSEN, A. ; RIELLO G.
Title: Writing Material Culture History
Edition: Year: 2015
Local: London
Publisher: Bloomsbury Academic

24. Complementary Bibliography

Author(s): TILLEY, C. Et. Al. Eds.
Title: The Handbook of Material Culture
Edition: Year: 2006
Local: London
Publisher: Sage

Author(s): WOODWARD, I.
Title: Understanding Material Culture
Edition: Year: 2007
Local: London
Publisher: Sage



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING': Academic Year 2023/2024
Autor / Author	Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	