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## Joaquim Manuel Vicente Rodrigues



### Contacts

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### Research Interests

Marketing de serviços
Comunicação de Marketing

### Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciate	Organização e Gestão de Empresas	1977

### External Professional Activities

Period	Employer	Country	Description
2012 - 2013	Grupo Nabeiro	--	Commercial Manager
2001 - 2011	Lisboa Ginásio Clube	--	CEO

Since 1992	Infortec	--	Partner
Since 1992	Infortec	--	Management Consultant

## Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2021/2022	2º	Project of Marketing		Yes
2021/2022	2º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes
2021/2022	2º	Final Project in Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2021/2022	1º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes
2020/2021	2º	Project in Top Management in Hospitality and Tourism	Post Graduation Program in Top Management in Hospitality and Tourism;	Yes
2020/2021	2º	Project of Marketing		Yes
2020/2021	2º	Social Intervention Project	Post Graduation Program in Program and Project Management;	Yes
2020/2021	2º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes
2020/2021	2º	Final Project in Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2020/2021	1º	Career Directions in Marketing	Other programme in Applied Online Post in Marketing & Innovation;	Yes
2020/2021	1º	Project Marketing Management	Other programme in Applied Online Post in Marketing & Innovation;	Yes
2020/2021	1º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes
2019/2020	2º	Project of Marketing		Yes
2019/2020	2º	Social Intervention Project	Post Graduation Program in Program and Project Management;	Yes
2019/2020	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2019/2020	2º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes

2019/2020	2º	Final Project in Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2019/2020	1º	Personal Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School;	Yes
2019/2020	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	Yes

## Supervisions

### • M.Sc. Final Projects

#### - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Nuno Miguel da Rosa Gouveia Trindade	Market Reseach Industry Brand Creation Pinta d'amarelo	Portuguese	ISCTE-IUL	2023
2	António Maria Rodrigues dos Santos dos Santos Costa	FlexiPlan - New Business model for the promotion and offer of Flex Benefits Plans for Employers and Employees	Portuguese	ISCTE-IUL	2022
3	Francisco dos Santos Raposo de Quadros Martins	Business Plan for Capsula Cultural Association	Portuguese	ISCTE-IUL	2022
4	Eva Maria Bernardes Miguel Gonçalves Claudino	Development of the premium brand "Mais Ideal" for the pastry and confectionery factory, Ideal Malveirense LDA	Portuguese	ISCTE-IUL	2022
5	Inês Pereira Lourenço	BUSINESS PLAN FOR COFFEE SHOP IN TORAJA	English	ISCTE-IUL	2020
6	Frederico da Silva Garcia Carvalho	Business Plan for a Local Accommodation Management Company	English	ISCTE-IUL	2020
7	Ana Sofia Gouveia Gonçalves	Loyalty Program for the Clinic and Physiotherapy Center - Fisiotorres	Portuguese	ISCTE-IUL	2020
8	Maria de Oliveira Serra Goulão Galante	Marketing Plan for Quinta da Viscondessa	Portuguese	ISCTE-IUL	2020
9	João Pedro Martins Canhoto	The merger strategy and the role of Marketing and Sales Department: The Willis Towers Watson case in Portugal	Portuguese	ISCTE-IUL	2020
10	Pedro Conceição Farinha Pereira	Public transport concession contract. Definition, monitoring and enforcement of public service obligations	Portuguese	ISCTE-IUL	2019
11	Sofia de Jesus Lima Pereira	Project for the Implementation of a Food Walking Tour Service at Boost Portugal	Portuguese	ISCTE-IUL	2019

12	Lara da Mota Boyol	Rural Tourism, Estremoz	Portuguese	ISCTE-IUL	2019
13	Ana Filipa Eustáquio Veiga	A Marketing Plan to Flavourtime	Portuguese	ISCTE-IUL	2019
14	Miguel Serrão Cordeiro	Marketing Strategy for the traffic signs market	Portuguese	ISCTE-IUL	2018
15	Gonçalo António Direito Pintão Pereira Melo	Transformando clientes secundários em fundamentais: a "how to do model"	Portuguese	ISCTE-IUL	2018
16	Bárbara Sofia Ribeiro de Almeida Guerra	HOW TO FACE THE LACK OF SELL OUT DATA IN SPECIALIZED CHANNEL IN PET FOOD INDUSTRY TO IMPROVE INDUSTRY PERFORMANCE	English	ISCTE-IUL	2018
17	Francisco Manuel Camelo Gorjão Cyrillo Machado	Business Plan for the sunglasses brand - San Francisco	Portuguese	ISCTE-IUL	2018
18	Francisco Sanches de Baena Cruzeiro Esteves	Development of Marketing Strategy for Complexo Desportivo Municipal da Abóboda (CDMA)	Portuguese	ISCTE-IUL	2018
19	Marisa Ferreira Santos	Business Plan for Maria Trangerina's Greengrocery	Portuguese	ISCTE-IUL	2018
20	Maria Filomena Oliveira Constantino	Estratégia de Marketing para a Farmácia Cristina	Portuguese	ISCTE-IUL	2017
21	João Bernardo Rocha Marques Martins Abrantes	Plano de Comunicação para a F.H. da Rocha Marques - Concessionário KIA, Leiria	Portuguese	ISCTE-IUL	2017
22	Maria Glicínia Fragoso de Lima Ferreira	Caso Pedagógico: A Fidelização na Estratégia Comercial da Proteste Brasil	Portuguese	ISCTE-IUL	2017
23	Maria João Félix de Azeredo Pinto e Melo	Plano de Negócio para o Parque de Diversões Maria Rapaz	Portuguese	ISCTE-IUL	2017
24	Tomás Alves Ribeiro Gomes Fonseca	Growth Hacking e Gamification: Estratégia para Crescer - Empresa HIO - Self Made Legends	Portuguese	ISCTE-IUL	2017
25	João David Alves Ferreira Duarte	Elaboração de um Plano para a Reestruturação do Red Pass	Portuguese	ISCTE-IUL	2016
26	Victor Manuel Cravo Biscaia	A Consultoria de Gestão como Alavanca para Fidelização dos Clientes	Portuguese	ISCTE-IUL	2016
27	Marta Raquel Neves Correia	Reposicionamento Estratégico e Plano de Marketing: Marca S4L	Portuguese	ISCTE-IUL	2016
28	Patrícia Isabel dos Santos Jacinto	Development Plan for Amália Rodrigues Foundation	English	ISCTE-IUL	2015
29	Rita Sofia Ruivo Ferro Meneses	Plano de Negócio - Home4us Parque das Nações	Portuguese	ISCTE-IUL	2012

## Publications

### • Books and Book Chapters

#### - Book author

1	Luiz Moutinho, Valarinho, F., Pereira, H., Dionísio, J., Esteves, P. & Rodrigues, J. (2020). Gestão no Pós-Covid19 Exemplos e Tendências Inspiradoras. Lisboa. Prime Books.
2	Baynast, A., Lendrevie, L., Levy, J., Dionísio, J. & Rodrigues, J. (2018). Mercator 25 anos - O Marketing na era digital. Lisboa. D. Quixote.
3	Dionísio, J. & Rodrigues, J. (2015). Mercator da Língua Portuguesa. Alfragide, Portugal. Publicações Dom Quixote.
4	Rodrigues, J. & Pedro Dionísio (2015). Mercator da Língua Portuguesa. Lisboa, Portugal. Dom Quixote.
5	Rodrigues, J., Guerra, P. & Câmara, P. (2013). Humanator XXI. Lisboa. Dom Quixote.
6	Moutinho, L., Dionísio, J., Rodrigues, J. & Pereira, H. (2012). Marketing Trends - Antecipar o futuro para inspirar o presente. Lisboa, Portugal. Bnomics.
7	Lendrevie, J., Baynast, A., Dionísio, J. & Rodrigues, J. (2010). Publicitor, comunicação 360° online e offline. Lisboa. Publicações Dom Quixote.
8	Rodrigues, J. & Dionísio, J. (2010). Publicitor 360°. Lisboa. Dom Quixote.
9	Rodrigues, J. & Dionísio, J. (2009). B-Mercator, Blended Marketing. Lisboa. Dom Quixote.
10	Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (2000). Mercator 2000 – Teoria e Prática do Marketing. Dom Quixote.
11	Dionísio, J., Rodrigues, J., Lendrevie, J. & Brochand, B. (1999). Publicitor. Dom Quixote.
12	Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (1996). Mercator – Teoria e prática de Marketing. Dom Quixote.
13	Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (1992). Teoria e prática de Marketing. Dom Quixote.

#### - Book editor

1	Rodrigues, J., Dionísio, J., Pereira, H. & Crespo de Carvalho, J. (2011). Grupo Nabeiro - Gestão Sustentada e Sucesso Empresarial. Lisboa. B-nomics.
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## Academic Management Positions

Coordenador (2020 - 2021)  
Unit/Area: [057] Marketing Management

Coordenador (2020 - 2021)  
Unit/Area: [APIM] Applied Online Post in Marketing & Innovation

<p>Coordenador (2019 - 2020) Unit/Area: [057] Marketing Management</p>
<p>Coordenador (2018 - 2019) Unit/Area: [057] Marketing Management</p>
<p>Coordenador do 2º Ano (2017 - 2018) Unit/Area: [9156] Marketing Management</p>
<p>Director (2017 - 2018) Unit/Area: [057] Marketing Management</p>
<p>Director (2016 - 2017) Unit/Area: [057] Marketing Management</p>
<p>Director (2011 - 2013) Unit/Area: [053] Branding</p>
<p>Director (2011 - 2013) Unit/Area: [9156] Marketing Management</p>
<p>Responsável (2011 - 2014) Unit/Area: ISCTE Business School</p>
<p>Director (2010 - 2011) Unit/Area: [053] Branding</p>
<p>Director (2010 - 2011) Unit/Area: [9156] Marketing Management</p>
<p>Director (2010 - 2011) Unit/Area: [056] Relational Marketing</p>

## Professional Associations

Associação Portuguesa dos Profissionais de Marketing (APPM) (1992 - 2002)