

SHARING MANAGERS: A SERVICE-LEARNING EXPERIENCE AT THE UNIVERSIDADE CATÓLICA PORTUGUESA – VISEU

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Palabras clave / Términos relevantes

Service-Learning Experience; Sharing Managers; Marketing; Communication.

1) Abstract

Introduction: A SL experience was developed in the curricular unit of Marketing, of the 3rd year of the Degree in Management (UCP – Viseu), having as a partner, the Pastoral of Higher Education of Viseu (PHEV), that includes all the institutions of higher education of this City.

Objectives: Prepare the students for critical analysis, planning and decision-making in the field of communication in Marketing; to importance of "communication" for the dissemination and creation of value of a brand or organization; to develop personal, professional, social and organizational skills through contact with organizational leaders; develop human, social and professional principles and values; promote social responsibility, sharing and sustainability for the common good; to understand the needs of a social organization in a real context.

Methodology: Included 11 students, 2 professors and 3 PHEV representatives. 30 hours used to plan and develop activities. The final evaluation was carried out through the application of a questionnaire survey to students, teachers, and representatives of the partner entity.

Results: Construction of the logo, mission, vision, values, objectives, SWOT analysis, preparation of a strategic communication plan (slogans, institutional video, advertising posters, newsletter, and social networks). The questionnaires demonstrate the importance of this methodology for the acquisition of knowledge and competencies related to the contents of the curricular unit, development of values such as social justice, equity, solidarity, empathy and social responsibility, the importance of teamwork and development of partnerships with the community, for the awareness of the needs of a social institution and consequent contribution to its improvement.

Conclusions: The PHEV reinforced its identity, developed online and offline strategies of dissemination and approaching to students of higher education institutions in Viseu, as well as teachers and non-teachers.