

Universidade Nove de Julho - UNINOVE
Programa de Pós-Graduação em Gestão de Projetos - PPGP

Disciplina	MARKETING DE PROJETOS
Créditos/Carga	4/ 60 h

Ementa
<p>Marketing de projetos, nas suas diferentes etapas. Conceitos de marketing alinhados a projetos: ambiente e incerteza, projeto como produto, a comunicação, distribuição e preço em projetos. Orientação ao mercado em empresas baseadas em projetos. Fatores de sucesso do projeto. Co-criação em projetos sob a lógica dominante em serviços. Negociação de projetos. A venda e comercialização de projetos. Criação de valor em projetos.</p>

Referências Bibliográficas
<p>AHOLA, T., KUJALA, J., LAAKSONEN, T., & AALTONEN, K. Constructing the market position of a project-based firm. <i>International Journal of Project Management</i>, 31(3), 355–365, 2013. ANDERSEN, E. S. Value creation using the mission breakdown structure. <i>International Journal of Project Management</i>, vol. 32(5), 885–892, 2014. BUTT, A.; NAARANOJA, M.; SAVOLAINEN, J. Project change stakeholder communication. <i>International Journal of Project Management</i>, 34(8), 1579–1595, 2016 COVA, B.; SALLE, R. Introduction to the IMM special issue on “Project marketing and the marketing of solutions” A comprehensive approach to project marketing and the marketing of solutions. <i>Industrial Marketing Management</i>, 36(2), 138–146, 2007. COVA, B., SALLE, R. Six key points to merge project marketing into Project management. <i>International Journal of Project Management</i>, vol. 23 (5), 354–359, 2005. FUENTES, M.; SMYTH, H. Value Co-Creation in a Project Setting: A Service-Dominant Logic Perspective. In: P W Chan and C J Neilson (Eds.) <i>Proceedings of the 32nd Annual ARCOM Conference</i>, 5-7 September 2016, Manchester, UK, Association of Researchers in Construction Management, Vol 2, 1107-1116, 2016. HADJIKHANI, A., 1996. Project marketing and the management of discontinuity. <i>International Business Review</i>, vol. 5 (3), 319–336, 1996. GÖRÖG, M. Market positions as perceived by project-based organisations in the typical project business segment . <i>International Journal of Project Management</i>, vol 34 (2), 187-201, 2016. JACINTHO, D. C. A. Marketing em Gerenciamento de Projetos. PMI Virtual Library. www.PMI.org, 2011. JALKALA, A.; COVA, B.; SALLE, R.; SALMINEN, R. T. Changing project business orientations: Towards a new logic of project marketing. <i>European Management Journal</i>, vol. 28, 124– 138, 2010. LECOEUVRE-SOUDAIN, L. From marketing to project management: a study of project managers in a large ICT organization. <i>Project Management Journal</i>, 37(5), 103–112, 2006. MOMENI, K.; MARTINSUO, M. Going downstream in a project-based firm: Integration of distributors in the delivery of complex systems. <i>International Journal of Project Management</i>, vol. 37, 27–42, 2019. MURTOARO, J.; KUJALA, J. Project negotiation analysis. <i>International Journal of Project Management</i>, in press, 2007. SAVOLAINEN, P.; AHONEN, J. J. Knowledge lost: Challenges in changing project manager between sales and implementation in software projects. <i>International Journal of Project Management</i>, vol. 33, 92–102, 2015. SAVOLAINEN, P.; AHONEN, J. J.; RICHARDSON, I. When did your project start? – The software supplier’s perspective. <i>Journal of Systems and Software</i>, 104, 32–40, 2015. SHENHAR, A. J.; LEVY, O.; DVIR, D. Mapping the dimension of project success. <i>Project Management Journal</i>, v. 28, n. 2, 5-13, 1997. SKAATES, M.A.; TIKKANEN, H.; LINDBLON, J. Relationships and project marketing success. <i>Journal of Business & Industrial Marketing</i>, vol. 17(5), 389-406, 2002. SKAATES, M. A.; TIKKANEN, H. International project marketing: an introduction to the INPM approach. <i>International Journal of Project Management</i>, vol. (7),</p>



503–510, 2003. SMYTH, H.; LECOEUUVRE, L. Differences in decision-making criteria towards the return on marketing investment: A project business perspective. *International Journal of Project Management*, 33(1), 29–40, 2015. PATEL, K.; SALOUHOU, M. Relevance of project marketing activities to project management practitioners. Paper presented at PMI® Research Conference: Defining the Future of Project Management, Washington, DC. Newtown Square, PA: Project Management Institute, 2010. TIKKANEN, H., KUJALA, J., & ARTTO, K. The marketing strategy of a project-based firm: The Four Portfolios Framework. *Industrial Marketing Management*, vol. 36(2), 194–205, 2007. TURNER, J. R.; LECOEUUVRE, L. Marketing by, for and of the project: project marketing by three types of organizations. *International Journal of Managing Projects in Business*, vol. 10 Issue: 4, 841-855, 2017. TURNER J. R.; ZOLIN, R. Forecasting success on large projects: developing reliable scales to predict multiple perspectives by multiple stakeholders over multiple time frames. *Project Management Journal*. 43(5), 87-99, 2012. VUORINEN, L.; MARTINSUO, M. M. Lifecycle view of managing different changes in projects. *International Journal of Managing Projects in Business*. 2018.