Academic Year: **2019/2020**
Course: **Geomarketing**
Coordinator: **José Luís Zêzere**
Teaching Staff: **Miguel Marques**
ECTS: **6**   **Weekly Hours:** **3,0 h**   **Typology: Theoretic - practical**
Contents

1. Geographic Information Systems and Business

1.1 Concepts

1.2 Components and Functionalities

2. Geographic Information for Business

2.1 Cartography

2.2 Census Data

2.3 Economic Activities

3. Location and Geography

3.1 Location Theoretical Models

3.2 Influence Areas

4. Geomarketing Analysis and Processes

4.1 Business Databases

4.2 Geocoding and Address Matching

4.3 Market Analysis

4.4 Optimal Location Analysis

4.5 Spatial Analysis in business

Objectives and skills

Objectives:

- deepen knowledge about location models;

- understand principles of planning and project management in Geomarketing;

- be able to explore Geomarketing Systems;

- develop methodologies to create territorial strategies of business companies.

Skills:

- master the concepts associated with modeling in Geomarketing;

- ability to build databases for modeling in Geomarketing;

- ability to develop models of optimal location;

- ability to develop projects Geomarketing.

References

Cliquet G (2006) Geomarketing: Methods and Strategies in Spatial Marketing. ISTE Ltd, London.

Grimshaw D (1999) Bringing Geographical Information into Business. 2nd Edition, Willey & Sons, London.

Haggett P (1968) Locational Analysis in Human Geography. 4th Edition, Edward Arnold, London.

Longley P, Clarke G (1996) GIS for Business and Service Planning. Willey & Sons, London.

Pick J B (2008) Geo-Business - Gis in the Digital Organization. Willey & Sons, New Jersey.

Knowledge evaluation methods and their partial grades

2 individual practical works (15% each; 30% of the final mark); 1 practical exam (65%); class participation (5%).