

Course Unit	Marketing I		Field of study	Management	
Bachelor in	Management		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	1	Code	9147-707-3102-00-23
Workload (hours)	162	Contact hours	T -	TP 50	PL -
			TC -	S -	E -
			OT 10	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Paula Odete Fernandes, Vitor Fernando Fontes Costa

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the role of marketing in the companies, the marketing system and the functional dimensions of marketing;
2. Analyse customers in the framework of present market/consumption trends, potential markets, competitors' actions and the environment's potential;
3. Discuss and apply communicational and relational techniques that will enable the creation of converging points with internal and external clients;
4. Analyse, understand and incorporate consumer's behaviour in marketing planning;
5. Identify and distinguish as marketing mix policies;
6. Define management policies using concepts relating to integrated marketing.

Prerequisites

Before the course unit the learner is expected to be able to:

1. Apply knowledge acquired in English writing;
2. Apply knowledge acquired in scientific foundations of business management;
3. Apply knowledge acquired in real analysis, statistics and economics.

Course contents

The concept of marketing and its importance for organizations. Global market description and its actors. Understanding buyer's behaviour. Market Segmentation. Marketing-mix management. Marketing plan. New horizons of marketing.

Course contents (extended version)

1. The concept of marketing and its importance for organisations
 - Definition of marketing
 - Traditional and modern concepts of marketing
 - The phases of the marketing cycle
 - Marketing attitude and techniques
2. Global market description and its actors
 - What is a market: restricted and broad definition
 - The evolution factors of markets
 - The study of competitors
3. Understanding buyer's behaviour
 - The analysis of buyer's behaviour
 - The information system in marketing
4. Market segmentation
 - Reasons for segmentation
 - Macro segmentation and micro segmentation analysis
 - Industrial markets' segmentation
 - Creation of a segmentation strategy
5. Marketing-mix management
 - Product policy
 - Price policy
 - Promotion policy
 - Place policy
6. Marketing plan
 - Marketing plan's reasons of being
 - Analysis-diagnosis
 - SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
 - SMART marketing goals (Specific, Measurable, Achievable, Realistic and Timebound)
 - Choice of strategic options
7. New horizons of marketing

Recommended reading

1. Baynast, A. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, V. (2018). Mercator: 25 Anos - O Marketing na Era Digital (17.ª Edição). Lisboa: Dom Quixote.
2. Bendle, N. , Reibstein, D. , Pfeifer, P. , & Farris, P. (2017). Grandes Métricas do Marketing: Os principais indicadores que todo o gestor deve conhecer. Lisboa: Actual Editora.
3. Kotler, P. , & Keller, K. L. (2018). Administração de Marketing (15.ª Edição). São Paulo: Pearson.
4. Rodrigues, M. , Caetano, J. , Marques, H. , Ferreira, B. , & Rasquilha, L. (2020). Fundamentos de Marketing (3ª Edição). Lisboa: Edições Sílabo.
5. Solomon, M. R. (2016). O comportamento do consumidor - Comprando, possuindo e sendo (11.ª Edição). São Paulo: Bookman.

Teaching and learning methods

- Theoretical-practical classes with audiovisual resources. This course is based on "learning by doing", involving active participation of the student via interventions, individual and team work and problem solving. Real-life case studies are incorporated into lectures to provide opportunities for students to apply theory into practice in a real-life context.

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 25% (Group work (3 to 4 elements per group). This assessment will count towards the supplementary period.)
 - Intermediate Written Test - 25% (Chapters: 1, 2 and 3. This assessment will count towards the supplementary period.)

Assessment methods

- Final Written Exam - 50% (Remaining chapters.)
- 2. Alternative 2 - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%
- 3. ERASMUS Programme - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50%
 - Presentations - 25%
 - Work Discussion - 25%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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16-10-2023	16-10-2023	19-10-2023	31-10-2023