

Course Unit	Marketing	Field of study	Economy and Management
Bachelor in	Public Management and Administration	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT 20, O -
Level	1-3	ECTS credits	6.0
Code	9165-315-3105-00-23		

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) Luisa Margarida Barata Lopes

### Learning outcomes and competences

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

1. Identify and explain the role of marketing management and market development;
2. Identify, gather and analyse the main forces of the environment and the market players;
3. Identify sources of information and tools needed to market analysis;
4. Distinguish the consumer market and business market;
5. Develop segmentation, differentiation, targeting and positioning activities;
6. Identify and develop variables of marketing mix such as product policies, pricing, distribution and communication;
7. Recognize the specificities of marketing when applied to services and to the public and non profit sectors;
8. Recognize and apply the process of strategic marketing and its main stages and components.

### Prerequisites

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

1. Basic knowledge of english.
2. Basic knowledge of computers.

### Course contents

Introduction to marketing. Description of the global market and the marketing environment. Consumer behavior. Marketing Information System. Market segmentation, targeting and positioning. Marketing-mix. Services, public and non profit sectors marketing. Strategic marketing planning.

### Course contents (extended version)

1. Introduction to marketing.
  - Concepts, evolution, TIC and marketing, functions of the marketing department.
2. Description of the global market and the marketing environment
  - Concepts, consumer markets and business markets, global forces and PESTEL framework.
3. Consumer behavior
  - Influences of consumer behavior and the buying decision process.
4. Marketing Information Systems
  - Components of MIS and marketing research.
5. Market segmentation, targeting and positioning
  - The STP process, B2C and B2B segmentation criteria, differentiation and Positioning
6. Marketing-mix
  - Product, price, place and promotion.
7. Services, public and non profit sectors marketing
8. Strategic marketing planning
  - Process and marketing plan.

### Recommended reading

1. Baynast, A. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, V. J. (2021). Mercator 25 anos - O marketing na era digital (18ª Ed. ). Dom Quixote.
2. Kotler, P. , Keller, K. & Chernev, A. (2021). Marketing management (16th Ed.). Pearson.
3. Procter, T. (2007). Public sector marketing. Pearson.
4. Sargeant, A. (2009). Marketing management for nonprofit organizations (3rd Ed. ). Oxford University Press.
5. Wirtz, J. , & Lovelock, C. (2022). Services marketing: People, technology, strategy (9th Ed. ). World Scientific Publishing.

### Teaching and learning methods

Inside class: theoretical and practice components with active methods, problem-based learning, discussion, team-based learning, and case studies; Outside class: oriented tasks, text readings, research, and projects.

### Assessment methods

1. Final Evaluation (also incoming students) - (Regular, Student Worker) (Final)
  - Practical Work - 50% (Includes worksheets and a case study as consolidation project.)
  - Intermediate Written Test - 50% (Evaluates all contents (minimum score 7/20 points).)
2. Final Evaluation (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 50% (Evaluates all contents.)
  - Practical Work - 50% (Includes worksheets and a case study as consolidation project.)
3. Final Written Exam (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Evaluates all contents.)
4. Student Worker (not incoming students) - (Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 70%
  - Case Studies - 30%

### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Luisa Margarida Barata Lopes	Bernadete de Lourdes Bittencourt	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
24-10-2023	24-10-2023	24-10-2023	05-11-2023