

Course Unit	Fundamentals of Marketing	Field of study	Marketing and Advertising
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
Level	1-1	ECTS credits	6.0
Code	9205-714-1101-00-23		

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)

### Learning outcomes and competences

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

1. Understand, relate and apply the fundamentals of marketing and its scope (analytical, strategic and operational marketing);
2. Know, in a generic way, the evolution and history of marketing;
3. Identify the different functions of marketing;
4. Know the components of a marketing information system;
5. Identify, monitor and analyze the environmental forces;
6. Distinguish consumer market and business market;
7. Develop activities of market segmentation, differentiation and positioning;
8. Identify and distinguish the marketing mix variables.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Use basic english.

### Course contents

Introduction to marketing and its history. Marketing environment. Segmenting-Targeting-Positioning (STP) Process. The marketing-mix management.

### Course contents (extended version)

1. Introduction to marketing and its history
  - Essential concepts
  - Historical evolution
  - Functions of marketing
  - Marketing organization
  - Institutional and professional marketing entities
2. Marketing environment
  - Concepts and the components of a modern marketing information system
  - Analyzing the marketing environment
  - Trends of the marketing environment
  - Market: concepts, intervenients and evolution factors
  - Competition analysis: identification, analysis and competition surveillance
  - Consumer market, business market and other markets
3. Segmenting-Targeting-Positioning (STP) Process
  - Process of market segmentation
  - Criteria for segmenting consumer markets
  - Criteria for segmenting industrial markets
  - Evaluation and selection of market segments
  - Differentiation strategies and positioning
4. The marketing-mix management
  - Product
  - Price
  - Place
  - Promotion.

### Recommended reading

1. Baines, P. , Fill, C. , & Rosengren, S. (2016). Marketing (4th Ed). Oxford University Press.
2. Baynast, A. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, V.J. (2021). Mercator 25 anos (18ª Ed). Dom Quixote.
3. Kotler, P. (2005). FAQs on marketing. Singapore: Marshall Cavendish Business.
4. Kotler, P. , Keller, K. , & Chernev, A. (2021). Marketing management (16th Ed). Pearson.
5. Oliveira, C. (2017). O Marketing em Portugal - Dos anos 60 ao futuro. Prime Books.

### Teaching and learning methods

Inside class: theoretical and practice components with active methods, exposition of concepts, debates, teamwork, and case studies. Outside class: oriented tasks, text readings, research, and projects.

### Assessment methods

1. Continuous Evaluation (also incoming students) - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 50% (Evaluates all contents. Minimum score 7/20.)
  - Practical Work - 50% (Includes worksheets and a corporate marketing project.)
2. Final Written Exam (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 50% (Evaluates all contents. Minimum score 7/20.)
  - Practical Work - 50% (Includes worksheets and a corporate marketing project.)
3. Final Written Exam (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Evaluates all contents.)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Luisa Margarida Barata Lopes	Maria de la Salete Dias Esteves	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
23-10-2023	26-10-2023	26-10-2023	05-11-2023