

Course Unit	Marketing and Business Strategy	Field of study	Marketing and Advertising
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	9662-657-3105-00-23		
Workload (hours)	162	Contact hours	T - TP 60 PL - TC - S - E - OT - 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) Ana Sofia Montenegro Goncalves Coelho

#### Learning outcomes and competences

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

1. Understand the dynamics of the markets in a marketing perspective;
2. Understand and apply the fundamentals of marketing;
3. Understand the concepts related to advertising in the context of the company's communication and marketing policy;
4. Create and develop advertising campaigns based on the creative process;
5. Identify and select advertising media for a campaign.

#### 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

1. The context, the role and the purpose of marketing; 2. The marketing mix; 3. Advertising; 4. Advertising process; 5. Advertising media and the media planning.

#### Course contents (extended version)

1. The context, the role and the purpose of marketing
  - Marketing essence;
  - Segmentation and positioning;
  - Target market selection.
2. The marketing mix
  - Product;
  - Price;
  - Communication;
  - Place.
3. Advertising
  - The definitions and the field of advertising;
  - Historical evolution;
  - Functions and applications;
  - Advertising agency organization.
4. Advertising process: from the briefing to the implementation of the campaign
  - The actors of advertising: advertisers, agencies and media;
  - The creative work plan;
  - Mix of creativity: verbal and nonverbal elements;
  - Assessment of creativity and pretests;
  - The production of campaigns.
5. Advertising medium and the media planning
  - The advertising media;
  - Usual formats;
  - The selection of advertising media.

#### Recommended reading

1. Baines, P. , Fill, C. & Rosengren, S. (2016). Marketing (4th Ed). NY: Oxford University Press. ISBN: 978-0198748533.
2. Kotler, P. , & Keller, K. (2016). Marketing Management (15th Ed). NY: Pearson. ISBN: 978-93- 325-5718-5
3. Lendrevie, J. , Baynast, A. , Dionísio, P. , & Rodrigues, J. (2010). Publicitor – comunicação 360º online offline. 7ª Edição. Lisboa: Publicações D. Quixote. ISBN: 978-972-20-4329-8.
4. Egan, J. (2015). Marketing Communications (2nd Ed. ). London: Sage Publications. ISBN: 978-1-4462-5902-3.
5. Dionísio, P. , Rodrigues V. (2018). Mercator 25 Anos - O Marketing na Era Digital. Lisboa: Dom Quixote. ISBN 9789722065917.

#### Teaching and learning methods

Contact hours: each lesson has theoretical and practical components, using discovery methods, presentation of issues, debate, autonomous work, mixed expository methods and case studies, among others. Non-contact hours: includes solving oriented tasks, reading texts and research and undertaking work on the syllabus topics.

#### Assessment methods

1. Continuous Evaluation (regular students) - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 30% (intermediate written test (30%); (Minimum grade of 7, 5 value))
  - Practical Work - 55% (Marketing Plan and Creative Advertisement Strategy development)
  - Work Discussion - 15% (Other Classroom Work)
2. Final exam - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Resource and special assessment: - final written exam (100%).)
3. Incoming students - (Regular) (Final)
  - Final Written Exam - 30% (intermediate written test (40%); (Minimum grade of 7, 5 value))
  - Work Discussion - 55% (Marketing Plan and Creative Advertisement Strategy development)
  - Work Discussion - 15% (Other Classroom Work)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Ana Sofia Montenegro Goncalves Coelho	Manuela Dolores Ferreira Carneiro	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
27-09-2023	08-10-2023	09-10-2023	09-10-2023