

Course Unit	Strategic Management and Marketing		Field of study	Management	
Master in	Management - Business Management		School	School of Technology and Management	
Academic Year	2022/2023	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	5009-516-1204-00-22				
Workload (hours)	162	Contact hours	T -	TP 42	PL -
			TC -	S 3	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) Paula Odete Fernandes, Elaine Cristina Borges Scalabrini, Jessica Patricia Miranda Ferreira

### 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. Analyze customers in the framework of present market/consumption tendencies, potential markets, competitors' actions and the environment's potential;
3. Know and understand consumer behaviour, market approach and main variables of marketing and evaluate the impact of relative options to marketing variables in company strategy;
4. Understand the concept of management as an integrated and convergent system;
5. Superintend the organization environment in order to anticipate changes and trends, namely regarding demand and competition;
6. Know, understand and apply management tools aimed at market opportunities;
7. Develop methodologies and techniques of strategic analysis in large, small and medium size companies;
8. Formulate, implement and modify organizational strategies.

### Prerequisites

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

1. Be fluent in both oral and written English;
2. Understand and apply basics concepts of business management, real analysis, statistics;
3. Use computational tools and browsers.

### Course contents

Analysis and Strategy Formulation. The Marketing Concept and its Importance for Organizations. Global Market Description and its Actors.

### Course contents (extended version)

1. Module I: Marketing (30h)
  - The concept of marketing and its importance for organizations.
  - Theories and explicative models of consumer behaviour.
  - Micro and macrosegmentation analysis.
  - Creation of a segmentation strategy.
  - Analysis of Attractiveness and Competitiveness.
  - Marketing-mix management.
  - The strategic marketing plan.
  - Marketing-mix for special situations.
2. Module II: Strategic Management (30h)
  - The concept of strategy and its importance for organizations.
  - Environmental and company analysis.
  - Formulation of the strategy and strategic decisions.
  - Models and technical support for the analysis, evaluation and strategies selection.
  - The strategic management in different contexts.

### Recommended reading

1. Baynast, A., Lendrevie, J., Lévy, J., Lévy, J., Dionísio, P., & Rodrigues, J. V. (2021). Mercator 25 anos: O marketing na Era Digital (18.<sup>a</sup> Ed.). Dom Quixote.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity (1st Ed.). John Wiley & Sons, Inc.
3. Myers, J., Kimble, M., & Levinson, J. C. (2023). Guerrilla Marketing (Volume 3).Morgan James Publishing.
4. Ratten, V. (2022). Strategic entrepreneurial ecosystems and business model innovation. Emerald Group Publishing.
5. Wereda, W. S., Woniak, J., & Stochaj, J. (Eds.). (2022). Organizational Management and the COVID-19 Crisis: Security and Risk Management Dilemmas. Taylor & Francis.

### 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 (Portuguese speaking group) - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50%
  - Final Written Exam - 50%
2. Alternative 2 (Portuguese speaking group) - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%
3. Alternative 1 (ERASMUS/INTERNATIONAL Group) - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50% (Critique of a scientific paper. All students have to be submitted to this assessment.)
  - Work Discussion - 50% (Grade are awarded according to each student's performance in discussing the work with the professor.)
4. Alternative 2 (ERASMUS/INTERNATIONAL Group) - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100% (The supplementary moment is only for students who want to improve their grade in the regular moment.)

### Language of instruction

1. Portuguese

Language of instruction

2. English

Electronic validation		
Paula Odete Fernandes	António Borges Fernandes	José Carlos Rufino Amaro
05-03-2023	17-03-2023	17-03-2023

This document is valid only if stamped in all pages.