

Course Unit	Strategic Management and Marketing		Field of study	Management	
Master in	Management - Business Management		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	5009-516-1204-00-23				
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.ª Ed.). Dom Quixote.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2023). Marketing 6.0: The future is immersive. 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

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25-02-2024	27-02-2024	02-03-2024