

Course Unit	-	Field of study	-
	-	School	School of Technology and Management
Academic Year	2019/2020	Year of study	1
Type	Semestral	Semester	1
Level		ECTS credits	3.0
Code	5058-700-1107-00-19		
Workload (hours)	81	Contact hours	<div>T</div> - <div>TP</div> - <div>PL</div> - <div>TC</div> - <div>S</div> - <div>E</div> - <div>OT</div> - <div>O</div> 15

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, Manuel Jose Serra da Fonseca

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. 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;
3. Develop methodologies and techniques of strategic analysis in large, small and medium size companies;
4. Formulate, implement and modify organizational strategies.

Prerequisites

Before the course unit the learner is expected to be able to:
Be fluent in both oral and written English.

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
 - The concept of marketing and its importance for organisations
 - The Marketing environment
 - Segmentation and marketing positioning
 - Marketing-mix policies
 - Marketing planning
2. Module II: Strategy
 - The concept of strategy and its importance for organizations
 - Formulation of the strategy
 - Models and technical support for the analysis, evaluation and strategies selection

Recommended reading

1. Bradley, C., Hirt, M., & Smit, S. (2018). Strategy Beyond the Hockey Stick: People, Probabilities, and Big Moves to Beat the Odds. John Wiley & Sons, Inc.
2. Dib, A. (2016). The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd. Kindle Edition.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4. 0: Moving from Traditional to Digital. John Wiley & Sons, Inc.
4. Kim, W., & Mauborgne, R. (2017). Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth. Hachette Book Group, Inc.
5. Wuebben, J. (2017). Future Marketing: Winning in the Prosumer Age. Kindle Edition.

Teaching and learning methods

Theoretical-practical classes with audiovisual resources.

Assessment methods

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary, Special)
- Final Written Exam - 100% (The student must have at least 75% of class attendance.)

Language of instruction

Portuguese

Electronic validation

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19-11-2019	20-11-2019	20-11-2019