

Course Unit -		Field of study -	
-		School School of Technology and Management	
Academic Year 2022/2023	Year of study 1	Level	ECTS credits 2.0
Type Semestral	Semester 1	Code 5063-749-1105-00-22	
Workload (hours) 54	Contact hours	T -	TP -
		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 Cristina Bras Silverio

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. Analyse customers in the framework of present market/consumption trends, potential markets, competitors' actions and the environment's potential;
3. Discuss and apply communicational and relational techniques that will enable the creation of converging points with internal and external clients;
4. Analyse, understand and incorporate consumer's behaviour in marketing planning;
5. Identify and distinguish as marketing mix policies;

Prerequisites

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

Apply knowledge acquired in scientific foundations of business management.

Course contents

The concept of marketing and its importance for organizations. Global market description and its actors. Understanding consumer's behaviour. Market Segmentation. Marketing-mix management. Marketing plan. New horizons of marketing.

Course contents (extended version)

1. The concept of marketing and its importance for organisations
 - Definition of marketing
 - Traditional and modern concepts of marketing
 - The phases of the marketing cycle
 - Marketing attitude and techniques
2. Global market description and its actors
 - What is a market: restricted and broad definition
 - The evolution factors of markets
 - The study of competitors
3. Understanding buyer's behaviour
 - The analysis of buyer's behaviour
 - The information system in marketing
4. Market segmentation
 - Reasons for segmentation
 - Macro segmentation and micro segmentation analysis
 - Industrial markets' segmentation
 - Creation of a segmentation strategy
5. Marketing-mix management
 - Product policy
 - Price policy
 - Promotion policy
 - Place policy

Recommended reading

1. Baynast, A. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, V. (2018). Mercator: 25 Anos - O Marketing na Era Digital (17.ª Edição). Lisboa: Dom Quixote.
2. Bendle, N. , Reibstein, D. , Pfeifer, P. , & Farris, P. (2017). Grandes Métricas do Marketing: Os principais indicadores que todo o gestor deve conhecer. Lisboa: Actual Editora.
3. Kotler, P. , & Keller, K. L. (2018). Administração de Marketing (15.ª Edição). São Paulo: Pearson.
4. Rodrigues, M. , Caetano, J. , Marques, H. , Ferreira, B. , & Rasquilha, L. (2020). Fundamentos de Marketing (3ª Edição). Lisboa: Edições Sílabo.
5. Solomon, M. R. (2016). O comportamento do consumidor - Comprando, possuindo e sendo (11.ª Edição). São Paulo: Bookman.

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

- Alternative 1 - (Regular, Student Worker) (Final, Supplementary)
- Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation		
Ana Cristina Bras Silverio	António Borges Fernandes	José Carlos Rufino Amaro
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