

Course Unit	Fundamentals of Marketing and International Marketing		Field of study	Management	
Bachelor in	International Business Management		School	School of Technology and Management	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Workload (hours)		162	Contact hours	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) **Olivia Maria Dourado Martins**

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. Develop analytical skills in marketing opportunities;
3. Structure development methodologies of strategic and operational international marketing plans;
4. Define management policies using concepts relating to international marketing-mix;
5. Develop understanding about what is involved in making international marketing decisions;
6. Understand the impact of new technologies in service distribution and in the increasing involvement of clients.

Prerequisites

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

1. Apply basic concepts of business management, statistics and economics;
2. Use computational tools and browsers.

Course contents

Fundamentals of Marketing. International Marketing.

Course contents (extended version)

1. Fundamentals of marketing
 - Defining marketing and the marketing process
 - Understanding the marketplace and clients
 - Segmentation, targeting, and positioning
 - Designing a customer-driven marketing strategy and marketing mix
2. International marketing
 - The scope and challenge of international marketing
 - Markets and segmentation in an international context
 - International product and brand marketing
 - International pricing
 - International place or distribution
 - International promotion and sellings

Recommended reading

1. Cateora, P., Graham, J., Gilly, M. C., & Money, R. B. (2019). International marketing (18th ed.). McGraw-Hill Education.
2. Kotabe, M., & Helsen, K. (2020). Global marketing management (8th ed.). Wiley.
3. Kotler, P., & Armstrong, G. (2020). Principles of marketing (18th ed.). Pearson.
4. Strauss, J., Frost, R., & Fox, A. (2018). E-Marketing: international student edition (8th ed.). Routledge.

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. Option A - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50%
 - Final Written Exam - 50%
2. Option B - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

English

Electronic validation

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09-10-2023	10-10-2023	11-10-2023	20-10-2023