

Course Unit	Marketing and Strategy		Field of study	Management	
Bachelor in	Accounting		School	School of Technology and Management	
Academic Year	2021/2022	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9056-514-3202-00-21				
Workload (hours)	162	Contact hours	T -	TP 50	PL -
			TC -	S -	E -
			OT 10	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, Paulo Jorge Aragao Guimaraes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the concept of management as an integrated and convergent system;
2. Understand the company as a creative agent of economic, financial, social and cultural value;
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. Watch the organization environment in order to anticipate changes and trends, namely regarding demand and competition;
5. Know, understand and apply management tools aimed at market opportunities;
6. Understand the importance of management at top-level;
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, economics;
3. Use computational tools and browsers.

Course contents

Marketing and Strategy. Global Market Description and its Actors. Understanding Buyer's Behaviour. Market Segmentation. Company Strategic Analysis and Strategy Formulation. Analysis of Attractiveness. Competitiveness Analysis. Marketing-mix Management. Choosing Marketing Strategies. Strategic Marketing Plan.

Course contents (extended version)

1. Marketing and Strategy
 - The concept of marketing and its importance for organizations
 - The concept of strategy and its importance for organizations
2. Global market description and its actors
 - What is a market: restricted and broad definition
 - The market analysis in volume
 - The evolution factors of markets: short, medium and long term
 - The study of competitors
3. Understanding buyer's behaviour
 - The analysis of buyer's behaviour
 - The information system in marketing
 - The buyer's response behaviour
4. Market Segmentation
 - Reasons for segmentation
 - Micro and macrosegmentation analysis
 - Creation of a segmentation strategy
 - International segmentation
5. Company strategic analysis and strategy formulation
 - Analysis of resources
 - Strategic intent and adequacy
 - SWOT analysis
 - Mission, goals and strategy
 - Strategy: Market-Product; Competitive; Integrated growth; Internationalization and Diversification
 - Organizational structure and business development
6. Analysis of Attractiveness
 - Basics concepts of demand analysis
 - The structure of primary demand
 - Product life cycle model
 - Demand forecasting methods
7. Competitiveness analysis
 - Notion of competitive advantage
 - Notion of enlarged competition
 - Cost-advantage and the experience effect
 - International competitive advantage
8. Marketing-mix management
 - Product decisions
 - Price decisions
 - Promotion decisions
 - Place (Distribution) decisions
9. The strategic marketing plan
 - Marketing plan's reasons of being
 - Contents of a marketing audit
 - Choice of strategic orientation and objectives
 - Risk analysis and unexpected planning

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. (2018). The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand Out From The Crowd. Kindle Edition.
3. Kim, W. , & Mauborgne, R. (2017). Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth. Hachette Book Group, Inc.

Recommended reading

4. Kotler, P., Kartajaya, H. & Setiawan, I. (2021). Marketing 5.0. Tecnologia para a humanidade. Actual Editora.
5. Lindon, D. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, J. (2011). Mercator XXI: Teoria e Prática do Marketing (14.ª ed). Publicações D. Quixote.

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 - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50%
 - Final Written Exam - 50%
2. ERASMUS Programme - (Regular, Student Worker) (Final, Supplementary)
 - Work Discussion - 100%
3. Alternative 2 - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Paula Odete Fernandes	António Borges Fernandes	Oliva Maria Dourado Martins	Paulo Alexandre Vara Alves
01-03-2022	11-03-2022	11-03-2022	20-03-2022