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|------------------|------------------------|----------------|--------------------------------------|
| Course Unit      | Marketing and Strategy | Field of study | Management                           |
| Bachelor in      | Accounting             | School         | School of Technology and Management  |
| Academic Year    | 2025/2026              | Year of study  | 2                                    |
| Type             | Semestral              | Semester       | 2                                    |
| Level            | 1-2                    | ECTS credits   | 6.0                                  |
| Code             | 9056-847-2205-00-25    |                |                                      |
| Workload (hours) | 162                    | Contact hours  | T - TP 60 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) Eunice Maria Marques Neves dos Santos, Paula Odete Fernandes

### 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.

**Recommended reading**

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.
4. Kotler, P. , Kartajaya, H. & Setiawan, I. (2021). Marketing 5. 0. Tecnologia para a humanidade. Actual Editora.
5. Lindon, D. , Lendrevie, J. , Lévy, J. , Dionisio, 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**

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|--|--------------------------------|---------------------------|----------------------------------|
| Eunice Maria Marques Neves dos Santos, Paula Odete Fernandes | Joaquim Agostinho Mendes Leite | Jorge Manuel Afonso Alves | Maria Olga de Amorim Sá Ferreira |
| 04-03-2026   | 04-03-2026                     | 05-03-2026                | 11-03-2026                       |