

Course Unit	Marketing I		Field of study	Management	
Bachelor in	Management		School	School of Technology and Management	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9147-707-3102-00-22				
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, Adriana de Fatima Valente Bastos

### 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;
6. Define management policies using concepts relating to integrated marketing.

### Prerequisites

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

1. Apply knowledge acquired in English writing;
2. Apply knowledge acquired in scientific foundations of business management;
3. Apply knowledge acquired in real analysis, statistics and economics.

### Course contents

The concept of marketing and its importance for organizations. Global market description and its actors. Understanding buyer'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
6. Marketing plan
  - Marketing plan's reasons of being
  - Analysis-diagnosis
  - SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
  - SMART marketing goals (Specific, Measurable, Achievable, Realistic and Timebound)
  - Choice of strategic options
7. New horizons of marketing

### 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

1. Alternative 1 - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50%
  - Final Written Exam - 50% (7 values (in 20) for the minimum mark.)

**Assessment methods**

2. Alternative 2 - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%
3. ERASMUS Programme - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50%
  - Presentations - 25%
  - Work Discussion - 25%

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

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07-10-2022	28-10-2022	03-11-2022