

Course Unit	Fundamentals of Marketing		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-1101-00-23				
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) Luisa Margarida Barata Lopes

### Learning outcomes and competences

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

1. Understand, relate and apply the fundamentals of marketing and its scope (analytical, strategic and operational marketing);
2. Know, in a generic way, the evolution and history of marketing;
3. Identify the different functions of marketing;
4. Know the components of a marketing information system;
5. Identify, monitor and analyze the environmental forces;
6. Distinguish consumer market and business market;
7. Develop activities of market segmentation, differentiation and positioning;
8. Identify and distinguish the marketing mix variables.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Use basic english.

### Course contents

Introduction to marketing and its history. Marketing environment. Segmenting-Targeting-Positioning (STP) Process. The marketing-mix management.

### Course contents (extended version)

1. Introduction to marketing and its history
  - Essential concepts
  - Historical evolution
  - Functions of marketing
  - Marketing organization
  - Institutional and professional marketing entities
2. Marketing environment
  - Concepts and the components of a modern marketing information system
  - Analyzing the marketing environment
  - Trends of the marketing environment
  - Market: concepts, intervenients and evolution factors
  - Competition analysis: identification, analysis and competition surveillance
  - Consumer market, business market and other markets
3. Segmenting-Targeting-Positioning (STP) Process
  - Process of market segmentation
  - Criteria for segmenting consumer markets
  - Criteria for segmenting industrial markets
  - Evaluation and selection of market segments
  - Differentiation strategies and positioning
4. The marketing-mix management
  - Product
  - Price
  - Place
  - Promotion.

### Recommended reading

1. Baines, P. , Fill, C. , & Rosengren, S. (2016). Marketing (4th Ed). Oxford University Press.
2. Baynast, A. , Lendrevie, J. , Lévy, J. , Dionísio, P. , & Rodrigues, V.J. (2021). Mercator 25 anos (18ª Ed). Dom Quixote.
3. Kotler, P. (2005). FAQs on marketing. Singapore: Marshall Cavendish Business.
4. Kotler, P. , Keller, K. , & Chernev, A. (2021). Marketing management (16th Ed). Pearson.
5. Oliveira, C. (2017). O Marketing em Portugal - Dos anos 60 ao futuro. Prime Books.

### Teaching and learning methods

Inside class: theoretical and practice components with active methods, exposition of concepts, debates, teamwork, and case studies. Outside class: oriented tasks, text readings, research, and projects.

### Assessment methods

1. Continuous Evaluation (also incoming students) - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 50% (Evaluates all contents. Minimum score 7/20.)
  - Practical Work - 50% (Includes worksheets and a corporate marketing project.)
2. Final Written Exam (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 50% (Evaluates all contents. Minimum score 7/20.)
  - Practical Work - 50% (Includes worksheets and a corporate marketing project.)
3. Final Written Exam (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Evaluates all contents.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Luisa Margarida Barata Lopes	Maria de la Salette Dias Esteves	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
23-10-2023	26-10-2023	26-10-2023	05-11-2023