

Course Unit	Strategic 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	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-3105-00-23				
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) Sandra Herminia Cardoso Oliveira

#### Learning outcomes and competences

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

1. Understand the concepts of business strategy.
2. Recognize and manage the strategic marketing in the organization's strategy and policy.
3. Define the business model, the vision, the mission, the goals and organizational strategies.
4. Identify and implement the different stages of the analysis process, formulation and strategic implementation.
5. Describe and apply the process of strategic marketing and its main stages.
6. Build, design and implement marketing plans.
7. Structure the conceptual framework of Marketing decision making.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Identify and articulate several concepts of marketing.

#### Course contents

1- Fundaments of Strategic Marketing 2- Strategic Analysis 3- Strategic Formulation 4- The Strategic Marketing Plan

#### Course contents (extended version)

1. Fundaments of Strategic Marketing
2. Strategic Analysis
  - Industry and Competence analysis
  - Competitive Analysis
  - Strategic Benchmarking
  - Strategic Market Segmentation
3. Strategic Formulation
  - Setting of strategic goals
  - Positioning
  - Competitive Strategies
  - Growing Strategies
4. The Strategic Marketing Plan
  - Products Strategic Decisions
  - Price Strategic Decisions
  - Promotion Strategic Decisions
  - Place Strategic Decisions
  - Maneuver, action and contingency plan
  - Implementation, control and evaluation

#### Recommended reading

1. Aaker, D. A. , & Moorman, C. (2017). Strategic market management. Wiley. ISBN: 9781119392200
2. Ferrell, O. C. (2011). Marketing Strategy (5th ed. ). South-Western Publishing Co. ISBN: 9780538467384
3. Jain, S. , Haley, G. , Voala, R. , & Wickham, M. (2012). Marketing: planning and strategy (1st ed. ). Cengage Learning Australia. ISBN: 9780170189392
4. Keegan, W. , Alon, I. , & Hollensen, S. (2012). Global Marketing Management. (Pearson Education, Ed. ). ISBN: 9780136157397
5. Lambin, J. -J. (2000). Marketing Estratégico. (Mc Graw-Hill, Ed. ). ISBN: 9789727730407

#### Teaching and learning methods

Expository and practical lessons of the syllabus content. Methods involving active participation of students with case studies and exploration papers analyses.

#### Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 25% (Written exam covering chapter 01 of the unit course.)
  - Intermediate Written Test - 25% (Written exam covering chapter 02 of the unit course.)
  - Intermediate Written Test - 25% (Written exam covering chapters 03 and 04 of the unit course.)
  - Practical Work - 25% (Report and oral discussion of a case study covering all chapters.)
2. Exchange Students - (Regular) (Final, Supplementary)
  - Final Written Exam - 100% (Written exam covering all chapters of the Curricular Unit. Students can choose Option 1.)
3. Final Assessment - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100% (Written exam covering all chapters of the Curricular Unit)

#### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Sandra Herminia Cardoso Oliveira	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
17-04-2024	17-04-2024	17-04-2024	30-04-2024