

Course Unit	Marketing and Business Strategy		Field of study	Marketing and Advertising	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9662-657-3105-00-23				
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) Ana Sofia Montenegro Goncalves Coelho

### Learning outcomes and competences

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

1. Understand the dynamics of the markets in a marketing perspective;
2. Understand and apply the fundamentals of marketing;
3. Understand the concepts related to advertising in the context of the company's communication and marketing policy;
4. Create and develop advertising campaigns based on the creative process;
5. Identify and select advertising media for a campaign.

### Prerequisites

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

1. Basic knowledge of english.
2. Basic knowledge of computers.

### Course contents

1. The context, the role and the purpose of marketing;
2. The marketing mix;
3. Advertising;
4. Advertising process;
5. Advertising media and the media planning.

### Course contents (extended version)

1. The context, the role and the purpose of marketing
  - Marketing essence;
  - Segmentation and positioning;
  - Target market selection.
2. The marketing mix
  - Product;
  - Price;
  - Communication;
  - Place.
3. Advertising
  - The definitions and the field of advertising;
  - Historical evolution;
  - Functions and applications;
  - Advertising agency organization.
4. Advertising process: from the briefing to the implementation of the campaign
  - The actors of advertising: advertisers, agencies and media;
  - The creative work plan;
  - Mix of creativity: verbal and nonverbal elements;
  - Assessment of creativity and pretests;
  - The production of campaigns.
5. Advertising medium and the media planning
  - The advertising media;
  - Usual formats;
  - The selection of advertising media.

### Recommended reading

1. Baines, P. , Fill, C. & Rosengren, S. (2016). Marketing (4th Ed). NY: Oxford University Press. ISBN: 978-0198748533.
2. Kotler, P. , & Keller, K. (2016). Marketing Management (15th Ed). NY: Pearson. ISBN: 978-93- 325-5718-5
3. Lendrevie, J. , Baynast, A. , Dionísio, P. , & Rodrigues, J. (2010). Publicitor – comunicação 360º online offline. 7ª Edição. Lisboa: Publicações D. Quixote. ISBN: 978-972-20-4329-8.
4. Egan, J. (2015). Marketing Communications (2nd Ed. ). London: Sage Publications. ISBN: 978-1-4462-5902-3.
5. Dionísio, P. , Rodrigues V. (2018). Mercator 25 Anos - O Marketing na Era Digital. Lisboa: Dom Quixote. ISBN 9789722065917.

### Teaching and learning methods

Contact hours: each lesson has theoretical and practical components, using discovery methods, presentation of issues, debate, autonomous work, mixed expository methods and case studies, among others. Non-contact hours: includes solving oriented tasks, reading texts and research and undertaking work on the syllabus topics.

### Assessment methods

1. Continuous Evaluation (regular students) - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 30% (intermediate written test (30%); (Minimum grade of 7, 5 value))
  - Practical Work - 55% (Marketing Plan and Creative Advertisement Strategy development)
  - Work Discussion - 15% (Other Classroom Work)
2. Final exam - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100% (Resource and special assessment: - final written exam (100%).)
3. Incoming students - (Regular) (Final)
  - Final Written Exam - 30% (intermediate written test (40%); (Minimum grade of 7, 5 value))
  - Work Discussion - 55% (Marketing Plan and Creative Advertisement Strategy development)
  - Work Discussion - 15% (Other Classroom Work)

Language of instruction			
Portuguese, with additional English support for foreign students.			
Electronic validation			
Ana Sofia Montenegro Goncalves Coelho	Manuela Dolores Ferreira Carneiro	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
27-09-2023	08-10-2023	09-10-2023	09-10-2023

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