School of Technology and Management
Course Unit Syllabus

Level of qualification:
First cycle (EQF level 6) - Bachelor
Study cycle:
Business Management

Course Unit: **915236/999436** - **Marketing**

Year 3 **Semester 5** **ISCED Code: 342** **ECTS: 6**

Tipe of Course Unit: Compulsory **Delivery Mode:** Face-to-face **Language of Instruction:** Portuguese

COURSE COORDINATOR: Ana Paula Morais Pires Figueira

HOURS OF WORK

TOTAL HOURS	Contact Hours								Hours in autonomous work
	Theory	Theory and practice	Practical and laboratory work	Field work	Seminar	Internship	Tutorial guidance	Other	
150		**60**							**90**

Prerequisites (if applicable): No applicable

LEARNING OUTCOMES (knowledge, skills and competence)

The learning outcomes of this Course are to identify, understand and apply key concepts and marketing theories; understand the marketing environment of organizations, developing a critical sense of the importance of marketing in the strategic development of enterprises; know how it is that the concepts and theories of marketing can be applied for the purposes of business management; develop marketing strategies, plan, implement and control measures that seek to create value in the context of business management. Concepts, methods and marketing techniques emphasizing its importance as a strategic tool for business development.

Providing students of market analysis , methods and targeting techniques, positioning and marketing mix. Marketing plan.

Developing the ability to solve problems and make decisions within the marketing.

CONTENTS

1) Marketing concepts

The nature of marketing

The boundaries of marketing

The rediscovered marketing

2) The domain of marketing

Marketing Services

Industrial Marketing

International marketing

Marketing of ONL

3) Marketing environment

Marketing mix

4) Market research and marketing information system

Information Systems Marketing

Market Research

Polls

Panels

5) SWOT Analysis

Commercial Objectives

Variables and policies

6) Consumer Behavior

7) The market strategy

The market

Market Segmentation

Positioning

8) Product policy

The brand

Packaging policy

9) Price policy

10) Communication policy

11) Distribution policy

12) Development policy

13) Marketing audit

14) Commercial organization

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

The domain of the basic concepts and marketing techniques aimed at developing skills for problem solving and decision making within the market with a view to value creation and increased competitiveness.

Developing skills in the context of the market analysis, market segmentation, function and marketing policies, planning and marketing control.

Each year is selected a different work to develop more specifically some skills related to specific learning objectives.

TEACHING METHODOLOGIES

Lecture method and interactive method.

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

The lecture method is to provide the syllabus during the lectures.

A practical component where it is intended to illustrate real situations, by solving exercises and case study method. The case study method aims to develop critical analysis capacity of information data and train the ability to decide based on a consideration of several alternatives.

In interactive method using the critical and analytical discussions in order to complement the practical work.

EVALUATION METHODS

Written test and a group Work.

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Year of implementation: 2019/2020 | Date of approval by the Technical-Scientific Board: 2015-09-01