

MARKETING

Code: 16414

Main Scientific Area: Marketing and Strategy

Lecturer: Bruno Miguel Barbosa de Sousa

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

Marketing in Business Management, taught to students of the second year, aims to provide them with some sensitivity to the role of Marketing in organizations and give them know the tools that Marketing serves to approach the market effectively. It is also the objective of the course to allow students to understand the organizational strategic management process, related this decision process with the marketing strategy to be developed.

Learning Outcomes

- 1 To understand the concept of marketing and how it fits into the business sector
- 2 To understand the specifics of the marketing of goods and services;
- 3 To apply the concept of marketing mix in business contexts;
- 4 To develop planning of marketing strategy and marketing campaigns;
- 5 To know some of the main success cases of branding in Portugal

Course Contents

1. The nature and scope of marketing and its importance to organizations
2. Ethics and social responsibility in marketing and strategy
3. Environmental analysis and strategy formulation
4. Marketing-mix strategies and marketing composite
5. Service meeting point management and relationship marketing
6. Evaluation of quality and productivity

Recommended Bibliography

- ARMSTRONG, G. and KOTLER, P.; (2007); "Marketing: An Introduction"; 8ª Ed. Englewood Cliffs: Prentice-Hall.
- KOTLER, P. (2017).Marketing 4.0. Leya.
- KOTLER, P., KARTAJAVA, H. SETIAWAN, I. (2016).Marketing 4.0: Moving from traditional to digital. John Wiley Sons.
- KOTLER, P. ARMSTRONG, G. (2003). Princípios de Marketing, 9.ª ed., Prentice Hall, S. Paulo.
- LINDON, D.; LENDREVIE, J.; LÉVY, J.; DIONÍSIO, P. e RODRIGUES, J.; (2004); "Mercator XXI: Teoria e Prática do Marketing"; 10ª ed.; Publicações D. Quixote, Lisboa
- Santos, V., Ramos, P., Sousa, B., Almeida, N., Valeri, M. (2022). Factors influencing touristic consumer behaviour.Journal of Organizational Change Management,35(3), 409-429.

Learning and Teaching Methods

UC Marketing aims to provide students with an understanding of the importance of marketing as a management philosophy in the context of business activities. In this way, the first chapter of the program begins by deepening the concept of marketing, its evolution and the way it should be understood timeliness. The specific characteristics in the various sectors of activity are discussed in the third chapter. The objective of the course is to enable students to understand the definition of the marketing mix and to equip them with an ability to develop marketing strategy planning and marketing campaigns. In this way, the variables that make up the marketing mix of the companies are described and illustrative practical cases are presented and discussed.

Assessment Methods

Individual component (continuous assessment test) - 60%

Group work (3-4 elements) - 40%

Final Evaluation (Exam) - 100%