	<b>SUBJECT DESCRIPTION</b>	<b>MODELO PED.013.02</b>
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<i>Course</i>	<b>Marketing Graduation</b>		<i>Academic year</i>	<b>2021/2022</b>			
<i>Subject</i>	<b>Marketing Management</b>		ECTS	<b>8</b>			
<i>Type of course</i>	<b>Compulsory</b>						
<i>Year</i>	<b>1º</b>	<i>Semester</i>	<b>1st</b>	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	224	<i>Contact</i>	90
<i>Area Coordinator</i>	<b>PhD Amândio Baía</b>						

### Planned SD

## 1. LEARNING OBJECTIVES

This curricular unit aims to introduce students to the theme of Marketing, defining concepts, in an updated perspective, and transmit a comprehensive notion of this area of knowledge. It is important to pass the current paradigm changes in this discipline, referring to the new Marketing approaches, without neglecting the bases of marketing as basic concepts. In a second phase, it will allow the development of strategies according to the knowledge of the markets where the companies operate, sharing real case studies of new Marketing techniques implementation in the different economic areas.

## 2. PROGRAMME

### CHAPTER 1 - EVOLUTION AND MARKETING CONCEPTS

1.1 Brief overview of the evolution of the Marketing framework

1.2 Fundamental Marketing Concepts

1.3 Marketing Sustainability: ethic and social responsibility

### CHAPTER 2 - THE MARKET

2.1 Market concepts

2.2 The Market Environment: contextual (PESTEL Analysis) and transactional

2.3 Market Assessment Models: BCG and McKinsey Analysis

2.4 The Market Study

2.4.1 Market Research

2.4.2 Neuromarketing

2.5 SWOT Analysis

## CHAPTER 3 - MARKET SEGMENTATION AND POSITIONING

### 3.1 Consumer Behaviour

#### 3.1.1 Needs, motivations, perceptions and attitudes

#### 3.1.2 Purchase decision process

### 3.3 Segmentation and Targeting

### 3.4 Positioning

## CHAPTER 4 - MARKETING OBJECTIVES AND STRATEGIES

### 4.1 Marketing Objectives

### 4.2 Marketing Strategies

## CHAPTER 5 - MARKETING-MIX

### 5.1 The Product

#### 5.1.1 Product components

#### 5.1.2 Product/market strategies

#### 5.1.3 Product introduction policies

### 5.2 The Price

#### 5.2.1 Price posting policies

#### 5.2.2 Pricing behavioural dimensions

#### 5.2.3 Neuroscience applied to prices

### 5.3 The Distribution

#### 5.3.1 Distribution channels and channels

#### 5.3.2 Distribution methods

#### 5.3.3 New distribution channels: social networks as a channel

### 5.4 Communication

#### 5.4.1 Targets, Objectives and Communication Variables

#### 5.4.2 New ways of communicating: Digital Marketing

## CHAPTER 6 - THE MARKETING PLAN

### 6.1 Marketing Plan main elements

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**


The program contents were defined according to the objectives to be achieved and the competences to be acquired. Thus, this course, through the syllabus developed, aims to contribute to the formation of the future professional in the field of Marketing. To this end, the contents presented aim to:

- 1) training and preparing students making them aware of the need to know-to be, know-being and know-how to do, in the strategic and operational domain;
- 2) in the end the student should be able to autonomously develop his activity in the application of the fundamentals of Marketing in the companies / organizations that he will integrate.

Thus, Chapter 1 concretizes point 1) of the objectives; and the remaining chapters, objective 2).

### **4. MAIN BIBLIOGRAPHY**

- BAYNAST, A., Lendrevie, J.; Lévy, J. & Dionísio, P.; & Rodrigues, V. (2018). Mercator 25 anos – O Marketing na Era Digital. Publicações Dom Quixote, 17.<sup>a</sup> ed., Lisboa.
- CAETANO, J., Marques H., Rasquilha, L., Rodrigues, M. S., & Ferreira, B. B., (2011). Fundamentos de Marketing. Editora Sílabo, Lisboa.
- KOTLER, P. (2009.) Marketing para o Século XXI: Como Criar, Conquistar e Dominar Mercados, Tradução Brasileira, Publicações Ediouro, S.P., Brasil.
- KOTLER, P. & Armstrong, Gary (2008). Princípios de Marketing, 12<sup>a</sup>Ed., Prentice Hall, NJ.
- KOTLER, P.; Kartajaya, H.; & Setiawan, I.(2011) Marketing 3.0 – do Produto e do Consumidor até ao Espírito Santo. Actual Editora, Lisboa, Portugal.
- KOTLER, P.; Kartajaya, H.; & Setiawan, I.(2017) Marketing 4.0-Mudança do tradicional para o digital. Actual Editora, Lisboa, Portugal.
- KOTLER, Philip; Kartajaya, Hermawan e Setiawan, Iwan (2021). Marketing 5.0. Actual Editora, Portugal.
- KUAZAQUI, Edmir; Haddad, Hélder; & Marangoni, Matheus (2019). Gestão de Marketing 4.0 - Casos, Modelos e Ferramentas. Ed. Atlas., SP, Brasil.
- LAMBIN, J. J. (2000). Marketing Estratégico. 4<sup>a</sup>Ed., McGraw-Hill, PT.
- LENDREVIE, J., Lindon, D., Dionísio, P. & Rodrigues, V. (2011). Mercator XXI–Teoria e Prática do Marketing. Publicações Dom Quixote, 14<sup>a</sup>Ed., Lisboa.

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## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodologies used:

- Theoretical-practical expository method using audiovisual media
- Case studies
- Conducting individual research and fieldwork
- Use of information technologies for learning
- Availability of e-learning content
- Tutorial orientation

Students select their assessment from the following:

- a) Ongoing assessment – implies a minimum of 2/3 attendance to classes and work in the classroom (20%), intermediate assessment forms with a minimum score of 8/20 (50%) and group work (30%).
- b) Final non-ongoing Assessment (frequency and exam): The assessment will be carried out by written test with a weighting of 100%.
- c) Exam – one written test (100%), including students who did not reach a 10/20 in ongoing assessment.

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Lectures, debate and case studies will enable students to provide comprehensive knowledge in this area of knowledge.

With group work, individual research and fieldwork it is intended that students, applying some analysis techniques, identify and analyse various problems in the area.

The observation of processes and problem solving in tutorial orientation best consolidate their knowledge.

## 7. ATTENDANCE

Students who opt for continuous assessment, will have to have a **mandatory minimum attendance of 2/3 lectured**, except for the student-workers, however, they must comply with the same terms and obligations of the evaluations.