

	SUBJECT DESCRIPTION	MODELO PED.014.02
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Course	Catering and Food Service Hotel Management Tourism and Leisure		Academic year	2020/2021	
Subject	Marketing		ECTS	5	
Type of course	Compulsory				
Year	3º	Semester	1st sem		Student Workload:
Professor(s)			Total	135	Contact 60
Area Coordinator	Amândio Perreira Baía				

Planned

1. LEARNING OBJECTIVES

The main goals of Marketing are based in the acquisition of knowledge of the student to:

- Understand the evolution of the marketing concept and identify the advantages of adopting marketing in organizations;
- Understand the main concepts of this social science, putting emphasis on the precise definition of the meaning of each exposed term;
- Identify the trends and changes of the environment and the way how the companies could react to them;
- Distinguish between the characteristics of the consumers market and the industrial market.
- Understand the cycle plan, organization, implementation and control in marketing;
- Describe, classify and analyze the strategies and actions that companies carry out to achieve the proposed goals, by analyzing the market and its environment and use the marketing tools (product, price, distribution and communication).

2. PROGRAMME

1- Concept and evolution of Marketing

- a. Marketing Concept*
- b. Evolution of the marketing role*
- c. Marketing extensions*
- d. The marketing vision in company management*

2- Analysis of the surroundings and the market

- a. Analyze the environment*
- b. Characterize the main types of market*
- c. Market dimension and structure*
- d. Analyze the competition*
- e. Market life cycle*

3- Analysis of consumer behavior

- a. Methods of gathering information about consumers*
- b. Principles of sample surveys*
- c. Main types of surveys of consumers*
- d. Steps for the preparation, implementation and operation of a market study*
- e. Introduction to SPSS*

4- Strategic marketing

- a. Commercial Strategy*
- b. Market strategy*

- c. *Objectives*
- d. *Analysis and diagnosis of the situation*
- e. *The overall segmentation process*
- f. *Choice of targets*
- g. *Posicionamento*

5- *Operational marketing*

- a. *The formulation of the marketing mix*
 - i. *Product*
 - ii. *Price*
 - iii. *Promotion*
 - iv. *Place*

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Objectives - Understand the evolution of the marketing concept and identify the advantages of its adoption in organizations, as well as key concepts that compose it - corresponds to the first point of the syllabus - Concept and evolution of marketing.

For the second objective - Identify trends and changes in the surroundings - this is in line with the point of the syllabus - Analysis of the surroundings and the market.

The fourth point of the goals - Analyze and understand consumer behavior - corresponds to the third point of the syllabus - Analysis of consumer behavior;

Regarding the goal - Understanding the cycle of planning, organizing, implementing and monitoring in marketing - one of the points of the syllabus covers it.

The last goal - describe, classify and analyze the strategies and actions that organizations can undertake in order to achieve the proposed goals - refers to the last paragraph of the syllabus - The management of the marketing mix

4. MAIN BIBLIOGRAPHY

- ✚ Baynast, Arnaud; Lendrevie, Jacques; Lévy, Jullien; Rodrigues, Joaquim; Dionísio, Pedro (2018), *Mercator 25 Anos – o Marketing na Era Digital*, Publicações Dom Quixote, Lisboa.
- ✚ Costa, Adriano (2021), *Caderno de Exercícios de Marketing Turístico*, IPG, Guarda.
- ✚ Kotler, P. (2008), *Marketing para o Século XXI*, 7ª Edição, Editorial Presença.
- ✚ Kotler, P. (1996), *Administração de Marketing*; 12ª Edição, Prentice-Hall.
- ✚ Ferreira. B; Marques, H; Caetano, J.; Rasquilha, L e Rodrigues, M. (2012); *Fundamentos de Marketing*; 2º Edição, Edições Sílabo.
- ✚ Pereira, Alexandre, (2013); “SPSS-Guia Prático de Utilização”, 8º Edição, Editora Sílabo, Lisboa.
- ✚ Pires, Aníbal (2008), *Marketing. Conceitos, técnicas e problemas de gestão*, 4ª Edição, Verbo, Lisboa.

Recomendada

- ✚ Ferreira, Manuel P., Reis, Nuno Rosa e Serra, Fernando Ribeiro (2009); *Marketing para Empreendedores e Pequenas Empresas*, Editora Lidel.
- ✚ Gordon, Ian H. (1998), *Relationship Marketing*, John Wiley & Sons Canada, Ltd., 1ª Edition.
- ✚ Ferreira, Bruno; Cateano, J.; Rasquinha, L.; Rodrigues, M; Marques, H.; (2012); *Fundamentos de Marketing*, Edições Sílabo.
- ✚ Helfer, J.P.; Orsoni, J. P. (1996), *Marketing*, 1ª Edição, Edições Sílabo, Lisboa.
- ✚ Kotler, P.; Bowen, J.; Makens, J; (2003), *Marketing para o Turismo*, 3ª edição, Editora Pearson Alhambra;
- ✚ Kotler, Philip; Cámara, Dionisio; Cruz, Ignacio (1995), *Dirección de Marketing*, Edição do Milénio, Prentice Hall.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Final Evaluation

The final evaluation will consist of one final exam, which will determine the final grade of the student, this exam must be held in the exam period in the respective unit.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

As one of the basic objectives of the curricular unit is to impart knowledge so that students are able to apply them in practical situations of real life, we opted for holding lectures and interactive classes with the participation of students in solving exercises. For continuous assessment several tests are performed.

7. SYSTEM OF ATTENDANCE

The attendance regime only applies to students who intend to take the course by continuous assessment.

Date: 01/10/2020

Signature:

Signature:

Area Coordinator

Professor(s) Name(s)