



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Topics on Marketing

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

Topics on Marketing (70209)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 15,00

Tutorial Guidance: 20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Deepen marketing knowledge.

Acquisition of knowledge in specialized and emerging areas of marketing.

Focus on services marketing, public marketing, non-profit marketing, social marketing and place marketing. Gain a critical awareness of the ethical dimension associated with marketing.

15. Specific Objectives

1- Discuss marketing concepts and apply them in concrete cases.

2- Develop specific strategies and plans in service marketing, public marketing, non-profit marketing, social marketing and website marketing.

3- Acknowledge the main ethical problems that arise in the practice of marketing.

16. Skills to be acquired

1) Improve analytical thinking and analytical capacity in marketing.

2) Develop marketing plans using the tools, methods and techniques learned.

3) Develop critical thinking about marketing.

17. Teaching Methodology

Exposition method - theoretical contents defined in the UC program.

Analysis and discussion of texts and articles.

Discussion of practical cases (real and fictional so that that students develop their ability to reason about marketing management both at the operational and strategic level.



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18. Course Unit Program

1. Services Marketing
 - 1.1. Introduction to services marketing
 - 1.2. Demand management
 - 1.3. Profitability of services
 - 1.4. Customer experience management
 - 1.5. New topics in services marketing
2. Public, non-profit marketing and social marketing
 - 2.1. Introduction to public, non-profit marketing and social marketing
 - 2.2. Public marketing
 - 2.3. The non-profit sector and causes marketing
 - 2.4. Social marketing
3. Place Marketing
 - 3.1. Introduction to Place Marketing
 - 3.2. Place branding
 - 3.3. Place branding and tourism marketing
4. Ethics applied to marketing
 - 4.1. Introduction to Ethics in Marketing
 - 4.2. Sustainability and Marketing Objectives
 - 4.3. Social Responsibility
 - 4.4. Critical marketing

19. Assessment Methods

Group work and presentation in class

20. Didactic Resources

Bibliography
Content produced in the classroom
Academic articles
Case studies

21. Sustainability Objectives

The topic of sustainability in marketing integrates the curricular content of the UC, so all the objectives of sustainable development will be addressed. In this sense, the UC contributes to the pursuit of all of them.

SDG 1, SDG 2, SDG 3, SDG 4, SDG 5, SDG 6, SDG 7, SDG 8, SDG 9, SDG 10, SDG 11, SDG 12, SDG 13, SDG 14, SDG 15, SDG 16 e SDG 17.

22. Keywords

Service Marketing
Public, non-profit and social marketing
Place Marketing
Ethics in marketing.



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23. Main Bibliography

Author(s): Kotler, P. e Armstrong, G.
Title: Principles of marketing
Edition: 18 Year: 2021
Local: Essex, UK
Publisher: Pearson

Author(s): Teresa A. Swartz e Dawn Iacobucci
Title: Handbook of Services Marketing and Management
Edition: Year: 2000
Local:
Publisher: SAGE Publications

Author(s): Kotler, P. e Lee, N. R.
Title: Social Marketing: Influencing Behaviors for Good
Edition: 3 Year: 2008
Local: CA, USA
Publisher: SAGE

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:



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