UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Marketing (V1004)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA DA SILVA BEBIANO BARRETO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Make known the main concepts of Marketing, its evolution over time and its main tools.

15. Specific Objectives

1. Know the basic concepts and fundamentals of Marketing and become familiar with the strategic development of its actions.
2. Develop a Marketing plan for a product or service.

16. Skills to be acquired

Master the global concepts of marketing and the respective analysis tools.
Understand the importance of teamwork, with the development of work developed together.
Develop critical analysis capabilities, with creativity to propose innovative solutions.

17. Teaching Methodology

Theoretical/practical course, using an expository and demonstrative method with the presentation of case studies, practical exercises (individually and/or in groups), viewing of videos and visits from marketeers. Mastery of English is essential, as the case studies presented and most of the recommended bibliography are in that language.

18. Course Unit Program

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

- Concept of Marketing and the evolution of its function
- The Market and Environmental Analysis
- Marketing Mix
- Segmentation, Positioning and Targeting Strategies
- Relational Marketing
- Marketing planning

19. Assessment Methods

Execution of practical work;
Work Presentation;
Participation in classes;
Continuous assessment tests.

20. Didactic Resources

Recommended bibliography.
Case Study.
Practical exercises.
PowerPoint presentations.

21. Sustainability Objectives

1. Ensure equal access to quality technical, professional and cultural education.
2. Substantially increase the number of young people and adults with relevant qualifications, including technical and professional skills, for employment, decent work and entrepreneurship.
3. Guarantee equal opportunities in university education, including for people in vulnerable situations.
4. Promoting the gradual dematerialization of the teaching/learning process.

22. Keywords

Marketing

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

23. Main Bibliography

Author(s):	Brochand, B, and Lendrevie, J, V. Rodrigues, J, Dionísio, P,		
Title:	Mercator, Teoria e Prática do Marketing		
Edition:		Year:	2013
Local:	Lisboa		
Publisher:	D. Quixote		

Author(s):	Kotler, Philip, and Kevin Lane Keller.		
Title:	Marketing management.		
Edition:		Year:	2001
Local:	Stuttgart		
Publisher:	Verlag Schäffer-Poeschel		

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

24. Complementary Bibliography

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

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

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt

UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING': Academic Year 2023/2024
Autor / Author	Prof. Doutora ANA MARGARIDA DA SILVA BEBIANO BARRETO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

(c) Universidade Lusíada, 2024

FUNDAÇÃO MINERVA CULTURA - ENSINO E INVESTIGAÇÃO CIENTÍFICA

Rua da Junqueira, 188 a 198 - 1349-001 LISBOA - Telefone 213 611 500 - Fax 213 638 307 - e-mail: info@lis.ulusiada.pt - https://www.lis.ulusiada.pt