



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Industrial and Services Marketing

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Industrial and Services Marketing (V1015)

5. Scientific Area

6. Curricular Year

2nd

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 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Introduction and conceptual development of topics related to industrial and services marketing, with subsequent practical application of specific tools in this area of knowledge.

15. Specific Objectives

Understand the particular nature of customer-supplier relationships in industrial markets. Discuss the creation and capture of value in industrial markets. Discuss the conditioning of the company's behavior in industrial relationship networks. Understand the differentiating principles of services marketing versus product marketing. Discuss constraints of the management of the demand for services and assimilate methods of measuring the profitability of services.

16. Skills to be acquired

Know the distinctive elements of the industrial and service marketing action.

Identify sources of value in industrial and service markets; recognize the importance of developing long-term relationships in industrial and service markets.

Design a value proposition.

Structure a marketing operational plan in the industrial context and in the context of services.

17. Teaching Methodology

The teaching method is developed from a theoretical emphasis to a practical component, based on theoretical-practical classes and tutorials and includes the following pedagogical instruments: teacher presentations, analysis and discussion of texts, practical exercises, applied research work, with subsequent presentation and discussion in the classroom.



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18. Course Unit Program

1. Industrial marketing
 - 1.1 Introduction to industrial marketing
 - 1.2. Industrial networks
 - 1.3. Culture, values and brand in B2B markets
 - 1.4. Industrial purchasing behaviour
 - 1.5. Value creation in industrial markets
 - 1.6. Value Selling
 - 1.7. Management of customer references
 - 1.8. Go-to market and the value proposition
2. Services Marketing
 - 2.1. Introduction to Services Marketing
 - 2.2. Services demand management
 - 2.3. Services profitability
 - 2.4. Relational marketing in services

19. Assessment Methods

Continuous assessment includes taking (i) two written tests; (ii) the elaboration of a practical work (in group)

20. Didactic Resources

Bibliography
Scientific articles
Case Studies

21. Sustainability Objectives

SDG 4, SDG 8, SDG 12

22. Keywords

Industrial marketing
B2B
Industrial networks
Services Marketing
Customer experience
Relational



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23. Main Bibliography

Author(s): André Vilarés Morgado
Title: B2B Marketing: Uma abordagem prática em mercados industriais
Edition: Year: 2019
Local:
Publisher: Actual (grupo Almedina)

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

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

24. Complementary Bibliography

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

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



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING INDUSTRIAL E DOS SERVIÇOS': Academic Year 2023/2024
Autor / Author	Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA
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