UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Project

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Project (V1031)

5. Scientific Area

6. Curricular Year

3rd

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 JOEL FILPE PEDROSO VAZ

12. Assistants

Prof. Doutor NUNO TIAGO CLÁUDIO LEITÃO BAPTISTA

13. Teaching Language

Portuguese

14. General Objectives

Development of skills to promote learning through practical experience, equipping students with the knowledge to use theoretical tools on the preparation and evaluation of an applied marketing project.

15. Specific Objectives

Interaction with the labour market. Application of knowing-knowing to knowing-doing.
Observation and reflection of case studies and entrepreneurship projects.

16. Skills to be acquired

Teamwork, decision making and report development.

17. Teaching Methodology

To contribute to the acquisition of competences, the following methodologies will be used: Expositive, Participative and Self learning.

18. Course Unit Program

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1. Introduction. Introduction to the Curricular Unit
2. The importance and the role of the Marketing Plan in the overall planning process
3. Marketing Plan Concept - What is a Marketing Plan? Key Success Factors
4. Objectives and Advantages of a Marketing Plan
5. Marketing Plan: Different Types/Methodologies
6. Phases in the development of a Marketing Plan
6.1 Introduction/Executive Summary
6.2 Situation Diagnosis; Micro-Environmental Analysis (Internal), Macro-Environmental (External) and
SWOT Analysis
6.3 Formulation of Marketing Objectives
6.4 Formulation of Marketing Strategies
6.5 Definition of Action Plans
6.6 Definition of the Marketing Budget
6.7 Evaluation and Control of the Marketing Plan
7. Articulation of all Phases of the Marketing Plan
8. Construction of a Marketing Plan for a product/service, including all its phases.

19. Assessment Methods

The evaluation of the curricular unit will be made in a continuous manner through the following set of elements:
- Attendance and participation in class;
- 2 written tests
- 1 Individual work - Marketing Plan oriented to a real company or oriented to an entrepreneurial project.

20. Didactic Resources

Recommended books (Bibliography)
2. Slides shared by the teacher
3. Case Studies
4. Moodle

21. Sustainability Objectives

To build a critical and informed look at the need to structure sustainable, ecological and responsible projects.

22. Keywords

Marketing, Marketing Project, Marketing Plan, Planning, Strategy, Entrepreneurship.

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23. Main Bibliography

Author(s):	NUNES, João Coelho; CAVIQUE, Luís		
Title:	Plano de Marketing - Estratégia em Accção		
Edition:	2nd	Year:	2008
Local:	Alfragide		
Publisher:	Dom Quixote		

Author(s):	WESTWOOD, John		
Title:	How to write a marketing plan		
Edition:	4th	Year:	2018
Local:	London		
Publisher:	Kogan Page Publishers		

Author(s):	KOTLER, Philip; KARATAJAYA, Hermawan; SETIAWAN, Iwan		
Title:	Marketing 4.0: Moving from Traditional to Digital		
Edition:	1st	Year:	2016
Local:	New Jersey		
Publisher:	John Wiley & Sons		

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 'PROJECTO': Academic Year 2023/2024
Autor / Author	Prof. Doutor JOEL FILPE PEDROSO VAZ
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

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