UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing Applied to Tourism

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Marketing Applied to Tourism (V2118)

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. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Teaching fundamental concepts of the Marketing mix from the perspective of Tourism.
- Know the methodology for implementing marketing mix strategies.
- Analyse the consumer/customer.
- Establish negotiation strategies within the scope of digital/electronic and conventional business.

15. Specific Objectives

Be able to carry out product, price, distribution, and communication analyses.
Plan and evaluate the necessary marketing mix for product lines and brands.

16. Skills to be acquired

Elaboration of the strategic and operational Marketing plan.

17. Teaching Methodology

Theoretical-practical classes, discussion of cases and presentation of operational marketing plan blocks.
Articles for analysis and discussion.

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18. Course Unit Program

Curricular unit presentation. Teaching and learning methodology. Evaluation method.

Chapter 1: Marketing mix
1. Strategic marketing mix plan
2. Synthetic analysis of the 5 P of the marketing mix

Chapter 2: Product mix
1. Concepts and definitions about good and service
2. Product hierarchy
3. Product offer planning
4. Product mix decisions
5. Product line decisions
6. Product mix decisions
7. Product decision
8. Product features
9. Quality and sustainability
10. Ergonomics and design
11. Brand
12. Brand decisions
13. Packaging and labelling
14. Service

Capítulo 3: Ciclo de vida do produto, da marca e dos mercados
1. Teoria da adoção de um produto durante o ciclo de vida
2. Fatores de decisão sobre as opções de padronização e adaptação
3. Ciclo de vida da procura, da tecnologia, da marca e dos mercados
4. Ciclo de vida do produto padronizados
5. Ciclo de vida da gama, da linha e da família de produtos
6. Ciclos de vida do produto não padronizados
7. Estratégias de marketing nas fases do ciclo de vida do produto
8. Objetivos de marketing nas fases do ciclo de vida
9. Ciclo de vida dos mercados

Chapter 4: Price mix
1. Introduction to pricing
2. Need for pricing
3. Pricing
4. Selection of the method for determining the price
5. Payment methods
6. Conditions of sale
7. Adaptation to price
8. Pricing of the mix product
9. Price change

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10. Reactions from consumers and competitors

Chapter 5: Distribution mix
1. Main concepts
2. Distribution functions
3. Intermediation
4. Benefits of intermediation
5. Distribution channels
6. Types of distributors
7. Decision to choose distribution channels
8. Control of the distribution channel
9. Retail audit
10. Decision on distribution strategies for choosing a distributor
11. Market penetration strategy

Chapter 6: Communication mix
1. Introduction to communication
2. Mix communication
3. Communication levels
4. Weight of each mix communication variable
5. Fundamentals of communication
6. Specific communication objectives
7. Elaboration of the advertising plan
8. General advertising purposes
9. Fundamental principles of advertising strategy
10. Sales promotion
11. Purposes of product promotion, price, and disclosure
12. Public relations
13. Sales
14. Online marketing or e-marketing
15. Sponsorship and patronage

Chapter 7: Study cases (9)

19. Assessment Methods

This CU follows the General Evaluation Regime of Lusíada Universities.
2 Tests and 1 individual work.
This work consists of a theoretical part (subject assigned by the teacher) and a practical part (if assigned by the teacher). The work has report, presentation, and oral discussion.

20. Didactic Resources

- Bibliography
- Thematic sheets (prepared by the teacher)
- Power point of the theoretical-practical matter
- Case Study
- Existing databases in the Media Library

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21. Sustainability Objectives

The decision making must be based on the sustainability axes: economic, social and environmental.
Economic: adopt measures aimed at increasing their efficiency to generate jobs and remunerate the invested capital.
Social: respect human rights, promote equal opportunities, acting fairly with their employees and stakeholders.
Environmental: focus their efforts on conserving and managing natural resources, as well as protecting the landscape and the surrounding environment.

22. Keywords

- Marketing-mix
- Operational plan
- Product
- New product
- Innovation
- Entrepreneurship
- C

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23. Main Bibliography

Author(s):	KOTLER, Philip; BOWEN, John; MAKENS, James		
Title:	Marketing for Hospitality and Tourism		
Edition:	7.ª	Year:	2016
Local:	New Jersey		
Publisher:	Prentice Hall		

Author(s):	Lehmann, Donald R. and Winer, Russel		
Title:	Analysis for Marketing Planning,		
Edition:	4ª.	Year:	2011
Local:	New York		
Publisher:	Irwin		

Author(s):	DIBB, SIMKIN, PRIDE e FERREL		
Title:	Marketing: Concepts and Strategies		
Edition:	8ª	Year:	2018
Local:	Londres		
Publisher:	Houghton Mifflin		

24. Complementary Bibliography

Author(s):	Kotler, Phillip; Lane, Kevin		
Title:	Marketing Management		
Edition:	14ª	Year:	2011
Local:	New Jersey		
Publisher:	Pearson, Prentice Hall		

Author(s):	Manuela Sarmento		
Title:	Fundamentos de Marketing Operacional (Não publicado)		
Edition:	Não publicado	Year:	2022
Local:	Lisboa		
Publisher:	Não publicado		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING TURÍSTICO': Academic Year 2023/2024
Autor / Author	Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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