UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Marketing (24122)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st 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 MÓNICA MONTES MENDES ROCHA FERREIRA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

- Understand marketing thinking in business organizations.
- Understand the principle of market orientation and, consequently, the philosophy of marketing function.
- Know the methodology of implementation of marketing-mix strategies.
- Analyze the consumer / customer.

15. Specific Objectives

- Understand the marketing planning model.
- Master the main concepts of Marketing.
- Know the main diagnostic tools and marketing strategy.
- Be able to perform market and competition analysis.

16. Skills to be acquired

- Characterize the marketing environment.
- Identify opportunities and threats in ever-changing marketing environments.
- Propose strategic and tactical guidelines, taking into account the strengths and weaknesses of the organization or product.
- Know the strategic variables of marketing.
- Elaborate the strategic ans operational plan of Marketing.

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17. Teaching Methodology

Theoretical-practical classes, discussion of mini-cases.
Discussion of articles and case studies.

18. Course Unit Program

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CHAPTER 1: MARKETING CONCEPT
1. Marketing settings
2. The evolution of marketing
3. Current problems and major trends in marketing evolution
4. Marketing strategy and plan
CHAPTER 2: MARKETING IN THE ORGANIZATION
1. Role of marketing in the organization
2. Business portfolio
3. Marketing planning
4. Management of marketing actions
5. Marketing and information technology
CHAPTER 3: ENVIRONMENT OF THE COMPANY
1. The company and the surrounding environment
2. Micro environment
3. Macro environment
CHAPTER 4: ANALYSIS OF THE MARKET AND ITS ACTORS
1. Market definitions
2. Industrial and consumer markets
3. Institutional and government markets
4. Market evolution factors
5. Market Quantification
CHAPTER 5: CONSUMER BEHAVIOUR
1.Main theories and explanatory models of consumer behaviour
2.Analysis of the decision-making process in the various types of market
CHAPTER 6: COMPETITIVENESS ANALYSIS
1. Competition analysis
2. Competitive strategies
3. SWOT Analysis
4. Porter's Analysis
CHAPTER 7: MARKET SEGMENTATION
1. Concepts and definitions
2. Targeting criteria
3. Choice of targeting criteria
4. The main methods of market division
CHAPTER 8: POSITIONING
1. Introduction to positioning
2. Definition of positioning
3. The choice of distinguishing features
4. Axes of differentiation
5. The use of market research in the positioning process
CHAPTER 9: MARKETING INFORMATION SYSTEMS
1. Concept of marketing information system
2. Information needs assessment

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3. Marketing research
4. Analysis and use of information
5. Qualitative methods
6. Quantitative methods
7. The explanatory models

19. Assessment Methods

Continuous assessment includes:(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: Sustainable Development Goals (SDGs) 4, 8 and 12 refer to Quality Education (SDG 4), which aims to ensure inclusive and quality education for all, Decent Work and Economic Growth (SDG 8), which seeks to promote decent work and inclusive and sustainable economic growth, and Sustainable Consumption and Production (SDG 12), which promotes sustainable production and consumption patterns.

22. Keywords

Marketing
Consumer
Marketing plan

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23. Main Bibliography

Author(s): Kotler, P. and Armstrong, G.
Title: Principles of Marketing
Edition: 18ª Year: 2021
Local: Londres
Publisher: Pearson
ISBN Code:

Author(s): Pedro Dionísio, João Guerreiro, Hugo Faria, Vicente Rodrigues, Rogério Canhoto
Title: AI_Novator Marketing na era da Inteligência Artificial e da Sustentabilidade ? Gen AI e ESG
Edition: Year: 2024
Local: Lisboa
Publisher: Bertrand Editora
ISBN Code: 9789722548250

Author(s): Kotler, P., Kartajaya, H., Setiawan, I.
Title: Marketing 5.0. Tecnologia para a humanidade
Edition: 1ª Year: 2021
Local: Lisboa
Publisher: Actual (Almedina)
ISBN Code:

24. Complementary Bibliography

Author(s): Kotler, Philip
Title: Marketing para o Século XXI
Edition: 3ª Year: 2006
Local: Lisboa
Publisher: Editorial Presença
ISBN Code: Bertrand Editora

Author(s): Paley, N.
Title: The Marketing Strategy - Desktop Guide
Edition: 2ª Year: 2007
Local: Londres
Publisher: Thorogood Publishing

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