UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of Marketing

Academic Year 2024/2025

## 1. Organic Unit

Faculty of Business and Economic Sciences

## 2. Course

Business Management

## 3. Cycle

1st

## 4. Course Unit

Complements of Marketing (24128)

## 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. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

## 12. Assistants

## 13. Teaching Language

Portuguese

## 14. General Objectives

Domain, knowledge and ability to act at the level of operational marketing. Understanding of the specifics of marketing tailored to the various sectors and the main challenges associated with international marketing. Awareness of the ethical problems associated with the discipline.

## 15. Specific Objectives

Develop skills for the design of an operational marketing plan, through:
a) Linking the strategic objectives of the plan and the variables of the mix.
b) Operationalization of the various components of the marketing mix.
c) Adaptation of the plan to the various sectors of economic activity
d) Developing capacities at the level of international marketing.
e) Understand the importance of an ethical stance in marketing practice.

## 16. Skills to be acquired

1. Creation, development and analysis/monitoring of a marketing operational plan.
2. Development of skills for the definition and implementation of policies and plans of International marketing.
3. Development of skills for the definition and implementation of policies and plans of marketing in various sectors.
4. Ability to implement actions in the field of marketing taking into account ethical imperatives.



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## 17. Teaching Methodology

The classes adopt a "theoretical and practical" format, starting with the exposition and discussion of the concepts in the syllabus of the curricular unit, to then move on to analysis or development using case studies.
Building key items of a marketing plan together with the professor.

## 18. Course Unit Program

1. Deepening operational marketing
1.1. Link between strategic marketing and operational marketing
1.2. Product Policy
1.3. Pricing strategies
1.3.1. Main pricing strategies
1.3.2. Costs and elasticity of demand
1.3.3. Methodology for pricing
1.3.4. Factors affecting pricing decisions
1.4. Distribution channels
1.4.1. Description and analysis of distribution channels
1.4.2. Distribution chain and value creation
1.4.3. Management of supply chains
1.4.4. Marketing logistics
1.5. Marketing communication
1.5.1. Integrated marketing communication
1.5.2. Stages of the communication strategy
1.5.3. The communication mix
1.6. Operational marketing adapted to the services
2. International Marketing
2.1 International marketing strategies
2.2. The standardization or adaptation of marketing variables
2.3. Ways of entering international markets
2.4. The structures and organisation of international marketing
3. Sector marketing
3.1. B2B marketing
3.2. The marketing of services
3.3. Sports marketing
3.4. Public, non-profit and social marketing
4. Sustainable marketing and marketing ethics
4.1. Social criticism of marketing
4.2. Consumerism
4.3. Regulation of marketing activity
4.4. Anti-consumption
4.5. Ethics in marketing

## 19. Assessment Methods

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



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## 20. Didactic Resources

Bibliography
Scientific articles
Case Studies

## 21. Sustainability Objectives

SDG 4, SDG 8, SDG 12

## 22. Keywords

Marketing plan
Operational Marketing
Marketing mix



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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 | | |

| | | | |
|---|---|---|---|
| Author(s): | Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P., Rodrigues, J.V | | |
| Title: | Mercator. O marketing na era digital | | |
| Edition: | 18ª | Year: | 2021 |
| Local: | Lisboa | | |
| Publisher: | D. Quixote | | |

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

## 24. Complementary Bibliography

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

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



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| Ficha técnica MIP / MIP Datasheet | |
|---|---|
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| Autor / Author | Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA |
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| Colaborador(es) / Colaborator(s) | - |
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