



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of Marketing

Academic Year 2025/2026

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

At the end of the course, students should be able to:

- Decide on marketing mix actions that are consistent with a previously outlined strategy;
- Understand the specific contribution of each element of the marketing mix to the pursuit of the established marketing objectives;
- Diagnose problems related to the product, price, distribution and communication variables, proposing appropriate and reasoned solutions;
- Integrate creativity as a complementary tool to the conceptual and operational

15. Specific Objectives

By the end of the course, students should be able to:

0A1- Identify and critically describe the main concepts and theoretical frameworks associated with product policy;

LO2- Identify and critically describe the main concepts and theoretical frameworks associated with the distribution policy;

LO3- Identify and critically describe the main concepts and theoretical references associated with the pricing policy;

LO4- Identify and critically describe key concepts

16. Skills to be acquired



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- In-depth understanding of the main concepts, models and theories related to product, pricing, distribution and communication policies within the scope of the marketing mix;
- Ability to critically analyse strategic marketing decisions, considering the different elements that make up the mix.
- Application of marketing mix tools and techniques in solving concrete problems, based on the analysis of real cases;
- Ability to develop diagnoses and propose consistent solutions

17. Teaching Methodology

The course is developed through a combined theoretical and practical approach. Initially, the fundamental concepts in the course syllabus are expounded and discussed, progressively evolving into their analysis and practical application, namely through case studies.

Throughout the academic period, students should acquire and/or consolidate analytical, synthetic, research, and critical thinking skills.

18. Course Unit Program



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0 - Articulation between Strategic Planning and Operational Planning

- Relationship between strategic and operational levels in the field of marketing;
- Integration of the marketing mix in the execution of the marketing strategy.

1 - Product Policy (good, service or idea)

Concept of brand equity and its relevance in value creation;

Management of the product mix in the context of goods and services;

New product development processes;

Management of ranges and product lines.

2 - Distribution Policy

Typologies and functions of intermediaries in the distribution channel;

Specificities of the distribution of goods versus services;

Composition, characteristics and importance of distribution channels;

Producer and retailer distribution dynamics;

Concept and practices of merchandising.

3 - Price Policy

Internal and external factors influencing pricing;

Pricing strategies based on positioning and marketing objectives;

Pricing criteria;

Behaviour of the target market in the face of price variations.

4 - Communication Policy

Impact of the consumer's purchase decision process on marketing communication strategies;

Composition of the communication mix:

Advertising

Sales promotion

Public relations

Sales Force

Direct marketing

Digital marketing

Influence of relationship marketing on the definition of integrated communication.

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



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21. Sustainability Objectives

The main points of articulation with the SDGs are presented below:

SDG 4 ? Quality Education

It promotes analytical, practical, and critical skills, aligning with quality academic training and focusing on the responsible application of marketing in real-world contexts.

SDG 8 ? Decent Work and Economic Growth

The content on product, price, distribution, and communication strategies develops skills that enable contributions to more innovative, competitive, and sustainable companies, dr

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: 18^a Year: 2021
Local: Londres
Publisher: Pearson
ISBN Code:

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

Author(s): Dionisio, P.; Rodrigues, V.; Guerreiro, J.; Canhoto, R. & Faria, H
Title: AI_NOVATOR
Edition: Year: 2025
Local: Lisboa
Publisher: Bertrand
ISBN Code: 9781292449364

24. Complementary Bibliography

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

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



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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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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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