



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 3-Industrial and Services Marketing

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Elective 3-Industrial and Services Marketing (24183)

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 MANUEL ALBERTO RAMOS MAÇÃES

12. Assistants

Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

13. Teaching Language

Portuguese

14. General Objectives

- . Understand the concept, meaning, and importance of industrial marketing;
- . Understand the differences and similarities between industrial marketing and consumer marketing;
- . Learn the concept of demand for industrial products and services in the market;
- . Learn the characteristics of industrial purchase;
- . Understand the process of planning, organizing, implementing, and controlling industrial and service marketing;
- . Analyze the strategies to be taken to achieve the objectives.

15. Specific Objectives

- . Understand the particular nature of customer/supplier relationships in industrial markets;
- . Discuss the creation and capture of value in industrial markets;
- . Discuss the conditioning of the company's behavior in industrial relationship networks;
- . Understand the differentiating principles of services marketing versus product marketing;
- . Discuss constraints of the management of the demand for services and assimilate methods of measuring the profitability of services.



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16. Skills to be acquired

- . Know the distinctive elements of the industrial and service marketing action.
- . Identify sources of value in industrial and service markets
- . Recognize the importance of developing long-term relationships in industrial and service markets
- . Design a value proposition.
- . Structure a marketing operational plan in the industrial context, and in the context of services

17. Teaching Methodology

The teaching method is developed from a theoretical emphasis to a practical component, based on theoretical-practical classes and tutorials, and includes the following pedagogical instruments: teacher presentations, analysis and discussion of texts, practical exercises, applied research work, with subsequent presentation and discussion in the classroom.

18. Course Unit Program



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1. Fundamentals of Industrial Marketing
 - 1.1. Introduction
 - 1.2. The concept of industrial marketing
 - 1.3. Characteristics of Industrial and Consumer Marketing
 - 1.4. Demand in the industrial market
2. Industrial marketing
 - 2.1. Industrial versus consumer markets
 - 2.2. Types of industrial customers
 - 2.3. Practices of industrial customers
3. Industrial Buying Behavior
 - 3.1. Objectives of industrial buyer purchases
 - 3.2. Purchasing activities of the industrial buyer
 - 3.3. Types of buying situations
 - 3.4. Key members in the buying organization
 - 3.5. Modern purchasing activities
4. Strategic Industrial Marketing
 - 4.1. The concept of strategy
 - 4.2. Marketing strategy
 - 4.3. Strategic marketing planning in the industrial market
 - 4.4. Developing a target market strategy
 - 4.5. Marketing information
5. Marketing Research
 - 5.1. Stages of the marketing research process
 - 5.2. Gathering data
6. Industrial Products and Services
 - 6.1. Types of industrial products and services
 - 6.2. Definition of an industrial product
 - 6.3. New product development
 - 6.4. Industrial Product Life Cycle and Strategies
7. Pricing of Industrial Products
 - 7.1. Characteristics of industrial prices
 - 7.2. Factors that influence pricing decisions
8. Channel Design and Management
 - 8.1. Channel design process
 - 8.2. Channel management decisions
9. Channels of Distribution
 - 9.1. The nature of the industrial distribution channel
 - 9.2. The structure of the industrial channel
10. Methods of Sales Promotion
11. Personal Selling
 - 11.1. Advantages and disadvantages of personal selling
 - 11.2. The sales process and the role of the salesperson
 - 11.3. Sales force management



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11.4. Organizing and allocation of the sales force

12. Advertisement

12.1. Industrial communication program

12.2. The role of advertising in industrial marketing

19. Assessment Methods

The continuous assessment consists of 2 tests, the average of which is weighted at 3, and the group work is weighted at 2.5. The group work is on a topic to be presented by the U.C. lecturer.

20. Didactic Resources

Slides

Bibliography

Multimedia material

Analysis of scientific articles

Case studies

21. Sustainability Objectives

SDG 4 - Quality education: develops literacy in B2B/service marketing, enabling informed analysis and decision-making.

SDG 8 - Decent work and economic growth: enhances skills for productivity and commercial performance in industrial and service contexts.

SDG 12 - Responsible consumption and production: promotes efficiency practices in channels, logistics, and customer relationships, with responsible communication.

22. Keywords

Industrial marketing

Service marketing

B2B markets

Customer experience

Marketing strategy



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23. Main Bibliography

Author(s): Fotiadis, T; Lindgreen., A.; Siomkos, G.; Oberg, C. & Folinas, D:
Title: Industrial Marketing
Edition: First Edition Year: 2023
Local: London
Publisher: Sage Publications, Ltd
ISBN Code: 9781529778533

Author(s): Brennan , R,. Canning, L, & McGrath, H.
Title: Business-to-Business Marketing
Edition: Sixth Edition Year: 2024
Local: London
Publisher: Sage Publications Ltd
ISBN Code: 9781529791501

Author(s): Mações, M. R.
Title: Do Marketing Tradicional ao Marketing Digital: Uma Visão Estratégica
Edition: 1ª Edição Year: 2024
Local: Coimbra
Publisher: Edições Almedina
ISBN Code: 978-989-694-829-0

24. Complementary Bibliography

Author(s): Mações. M. R.
Title: Marketing e Gestão da Relação com o Cliente
Edition: 1ª Edição Year: 2017
Local: Coimbra
Publisher: Edições Almedina
ISBN Code: 978-989-694-231-1

Author(s): Scandura, T & Weinberg, F.
Title: Management Today
Edition: 2nd Edition Year: 2025
Local: UK
Publisher: Sage Publications Ltd.
ISBN Code: 9781071884829



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO 3 - MARKETING INDUSTRIAL E DOS SERVIÇOS': Academic Year 2025/2026
Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
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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