



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective 3-Industrial and Services Marketing

Academic Year 2026/2027

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;
- . Recognise the differences and similarities between industrial marketing and consumer marketing;
- . Learn about the concept of demand for products and services in the B2B market;
- . Learn about the characteristics of the industrial purchasing process;
- . Understand the process of planning, organization, implementation, and control in industrial marketing;
- . Analyse strategies for achieving marketing objectives.

15. Specific Objectives

- . Discuss the impact of information technology on the business world;
- . Understand the specific nature of customer/supplier relationships in industrial markets;
- . Discuss the creation of value in industrial markets;
- . Discuss the factors that influence a company's behaviour within networks of industrial relationships;
- . Analyse and evaluate the nature of demand for business products and services.



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16. Skills to be acquired

- . Understand the distinctive features of industrial and services marketing;
- . Identify sources of value in industrial and services markets;
- . Recognise the importance of developing long-term relationships in industrial and services markets;
- . Learning how to draft a value proposition;
- . Develop an operational marketing plan in industrial and services contexts.

17. Teaching Methodology

The teaching method progresses from a theoretical focus to a practical component, based on theoretical and practical classes and tutorials, which include the following teaching tools: student-led presentations, analysis and discussion of texts, practical exercises, and applied research projects, followed by presentation and discussion in class.

18. Course Unit Program



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1. Fundamentals of Industrial Marketing
 - 1.1. The concept of industrial marketing
 - 1.2. Industrial marketing versus consumer marketing
 - 1.3. Markets and business-to-business (B2B) marketing
 - 1.4. Characteristics of industrial marketing and consumer marketing
 - 1.5. Demand in the industrial market
 - 1.6. The B2B environment: customers, organisations and markets
2. Industrial Buyer Behaviour
 - 2.1. Objectives and purchasing activities of the industrial buyer
 - 2.2. The industrial purchasing process
 - 2.3. Key elements within the purchasing organisation
 - 2.4. The effect of information technology on purchasing behaviour
3. Strategic Planning in Industrial Markets
 - 3.1. Market segmentation and selection
 - 3.2. Choosing a targeting strategy
 - 3.3. Developing a Positioning strategy
 - 3.4. Market Intelligence
 - 3.5. Key elements of market analysis
4. Marketing Research
 - 4.1. The industrial marketing research process
 - 4.2. Research design
 - 4.3. Data collection methods
 - 4.4. Uses of industrial market research
 - 4.5. Differences between industrial and consumer marketing research
 - 4.6. Sampling methods
5. Product Development Strategy
 - 5.1. Types of industrial products and services
 - 5.2. Developing a product strategy
 - 5.3. New product development
 - 5.4. The life cycle of industrial products and marketing strategies
6. Pricing in Industrial Marketing
 - 6.1. The pricing process in industrial marketing
 - 6.2. Characteristics of industrial prices
 - 6.3. Factors influencing pricing decisions in the industrial sector
 - 6.4. Pricing strategy
7. Industrial Distribution Channels
 - 7.1. The process of designing and managing channels
 - 7.2. The nature of the industrial distribution channel
 - 7.3. The structure of the industrial channel
 - 7.4. The channel design process
 - 7.5. Industrial marketing logistics
8. Personal Selling and Advertising



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- 8.1. The sales process and the role of the salesperson
- 8.2. Sales force management in industrial marketing
- 8.3. Organisation and deployment of the sales force
- 8.4. Industrial communication programme
- 8.5. The role of advertising in industrial marketing
- 9. Sales Promotion in Industrial Marketing
 - 9.1. Advertising and public relations
 - 9.2. Sales promotion methods
 - 9.3. Direct marketing
- 10. Services Marketing
 - 10.1. Characteristics of services
 - 10.2. Supplementary elements of services
 - 10.3. The marketing mix in services
 - 10.4. Service quality management programme
 - 10.5. Customer relationship management (CRM)
 - 10.6. Service quality and productivity management
- 11. Digital Marketing Strategies
 - 11.1. The concept of industrial marketing strategy
 - 11.2. The concept and evolution of digital marketing
 - 11.3. Digital marketing strategies and tools
 - 11.4. Digital marketing models: The RACE Model
- 12. Evaluation of marketing strategy and performance
 - 12.1. Strategies for evaluating marketing performance
 - 12.2. Evaluation metrics

19. Assessment Methods

Application of the Supplementary Regulations on the Assessment of Knowledge and Skills, in force. Continuous assessment must include oral assessments spread along the semester and a final assessment, which may comprise individual or group assignments, presentation of scientific articles and practical case studies, as well as an optional mid-term written test and the organisation of and participation in conferences, seminars, and study visits, in accordance with the Continuous Assessment Plan.

20. Didactic Resources

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Bibliography
Multimedia material
Analysis of scientific articles
Case studies

21. Sustainability Objectives



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SDG 4: Quality Education: Develops literacy in B2B Marketing, equipping people to analyse and make informed decisions

SDG 9: Industry, Innovation, and Infrastructure: Digital and innovative marketing approaches support business growth and the development of resilient, future-proof sectors.

SDG 12: Sustainable Consumption and Production: Sustainable business models reduce waste and emissions (e.g., circular economy practices in manufacturing).

22. Keywords

Industrial marketing

Service marketing

B2B markets

Customer behaviour

Marketing strategy



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23. Main Bibliography

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: 978-1-5297-9150-1

Author(s): Fotiadis, T; Lindgreen, A; Siomkos, G; Öberg, C. & Folinas, D.
Title: Industrial Marketing
Edition: First Edition Year: 2023
Local: London
Publisher: Sage Publications, Ltd
ISBN Code: 978-1-5297-7853-3

Author(s): Wirtz, J. & Lovelock, C.
Title: Services Marketing: People, Technology, Strategy
Edition: 9th edition Year: 2022
Local: USA
Publisher: Pearson Education, Inc.
ISBN Code: 978-1-944659-82-0

24. Complementary Bibliography

Author(s): Kotler, P; Keller, K. & Chernev, A.
Title: Marketing Management, Global Edition
Edition: 16th edition Year: 2021
Local: London
Publisher: Pearson Education, Inc.
ISBN Code: 978-989-694-231-1

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



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MACÃES
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Colaborador(es) / Colaborator(s)	-
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