UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
MARKETING I

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

MARKETING I (70205)

5. Scientific Area

6. Curricular Year

1st

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	15,00
Tutorial Guidance:	20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The overall objective of the course is to provide an insight into the main concepts of marketing and to develop introductory skills of research methods in marketing, so that students can plan and take on a dissertation or a project in the field of marketing.

15. Specific Objectives

The specific purpose of UC is to offer a summary of key marketing concepts, including strategic marketing and operational marketing. It is also intended to highlight the main characteristics of digital marketing as well as those of marketing applied to different sectors. The other specific objective is to provide a clear guide to the process of conducting scientific research in the field of marketing. At the end of the UC students should be able to develop a dissertation proposal in the field of

16. Skills to be acquired

Mastery of the essential concepts of the marketing discipline.
Ability to develop a thesis proposal in the field of marketing.

17. Teaching Methodology

Theoretical-practical classes.
Tutorial classes involving the discussion of scientific articles.

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18. Course Unit Program

1. Marketing Concept
1.1. Historical evolution of the marketing concept.
1.2. Recent trends in marketing developments
1.3. Marketing strategy and plan
1.4. Analysis of the surrounding environment
1.5. Market Analysis
1.6. Segmentation, Targeting and Positioning
1.7. Marketing mix
2. Digital Marketing
2.1. Characteristics of the digital environment
2.2. E-marketing plan
2.3. Integration of digital and physical marketing
2.4. Digital marketing metrics
3. Marketing applied to different sectors
4. Postmodernist Marketing
5. Marketing and theory
5.1. Construction of the body of theoretical knowledge in Marketing.
5.2. Development of the body of theoretical knowledge in Marketing.
5.3. Philosophy in marketing research
5.4. The design of marketing research

19. Assessment Methods

Individual assignment consisting of a literature review on a marketing theme and a research proposal in the marketing area.

20. Didactic Resources

Bibliography
Artigos científicos

21. Sustainability Objectives

SDG 4, SDG 8, SDG 12

22. Keywords

Strategic Marketing
Operational Marketing
Digital Marketing
Sector marketing

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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):	Easterby-Smith, M., Thorpe, M. and Jackson, P.		
Title:	Management Research		
Edition:	4ª	Year:	2012
Local:	Londres		
Publisher:	Sage		

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	
Título / Title	Course Unit Program 'MARKETING': Academic Year 2024/2025
Autor / Author	Prof. Doutora MÓNICA MONTES MENDES ROCHA FERREIRA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
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