UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
MARKETING I

Academic Year 2025/2026

## 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: Sustainable Development Goals (SDGs) 4, 8 and 12 refer to Quality Education (SDG 4), which aims to ensure inclusive and quality education for all, Decent Work and Economic Growth (SDG 8), which seeks to promote decent work and inclusive and sustainable economic growth, and Sustainable Consumption and Production (SDG 12), which promotes sustainable production and consumption patterns.

## 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
ISBN Code:

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Author(s): Pedro Dionísio, João Guerreiro, Hugo Faria, Vicente Rodrigues, Rogério Canhoto
Title: AI_Novator Marketing na era da Inteligência Artificial e da Sustentabilidade ? Gen AI e ESG
Edition: Year: 2024
Local: Lisboa
Publisher: Bertrand Editora
ISBN Code: 9789722548250

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

## 24. Complementary Bibliography

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

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



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