



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Topics on Marketing

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

Topics on Marketing (70209)

5. Scientific Area

6. Curricular Year

1st

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 15,00

Tutorial Guidance: 20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Deepen marketing knowledge.

Acquisition of knowledge in specialized and emerging areas of marketing.

Focus on services marketing, public marketing, non-profit marketing, and social marketing. Gain critical awareness of the ethical dimension associated with marketing.

15. Specific Objectives

1- marketing concepts and apply them in specific cases.

2- Develop specific strategies and plans in services marketing, public marketing, non-profit marketing, and social marketing.

3- Know the main ethical problems that arise in the practice of marketing.

16. Skills to be acquired

1) Improve analytical thinking and analysis skills in marketing.

2) Develop marketing plans using the instruments, methods and techniques learned.

3) Develop critical thinking about marketing.

17. Teaching Methodology

Theoretical-practical



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18. Course Unit Program

1. Services marketing
2. Public, non-profit and social marketing
3. Website marketing
4. Ethics applied to marketing

19. Assessment Methods

Group work with presentation in the classroom.

20. Didactic Resources

Bibliography
Content produced in the classroom
Academic articles
Practical cases

21. Sustainability Objectives

The theme of sustainability in marketing is part of the UC's curricular content, so everyone sustainable development goals will be addressed. In this sense, UC contributes for the pursuit of all of them.

SDG 1, SDG 2, SDG 3, SDG 4, SDG 5, SDG 6, SDG 7, SDG 8, SDG 9, SDG 10, SDG 11, SDG 12, SDG 13, SDG 14, SDG 15, SDG 16 and SDG 17

22. Keywords

Services marketing
Public, non-profit and social marketing
Marketing sites
Ethics in marketing



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23. Main Bibliography

Author(s): Kotler, P. e Armstrong, G.
Title: Principles of marketing
Edition: 18 Year: 2021
Local: UK
Publisher: Pearson

Author(s): Kotler , P. e Lee, N. R
Title: Social Marketing: Influencing Behaviors for Good
Edition: Year: 2008
Local: USA
Publisher: Sage

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

24. Complementary Bibliography

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

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



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'TÓPICOS DE MARKETING': Academic Year 2024/2025
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
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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