UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Marketing (V1004)

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	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Beyond traditional tried-and-true marketing concepts and practices, today's marketers have added a host of new-age tools for engaging consumers, building brands, and creating customer value and relationships.
The objective of this course is generally introduce the students to the basics and important concepts in Marketing.

15. Specific Objectives

1. Know the basic concepts and fundamentals of Marketing and become familiar with the strategic development of its actions.
2. Develop a Marketing plan for a product or service.

16. Skills to be acquired

Apply the STP model in marketing campaigns.
Identify the different types of Marketing.
Apply segmentation tools.
Interpret market performance indicators and propose innovative positioning solutions. Evaluate communication and product strategies.

17. Teaching Methodology

Theoretical/practical course, using expository and demonstrative methods with presentation of case studies, and practical exercises (individually and/or in groups).

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18. Course Unit Program

Part 1: Defining Marketing and the Marketing Process
Part 2: Understanding the Marketplace and Consumer Value
Part 3: Designing a Customer Value?Driven Strategy and Mix
Part 4: Extending Marketing

19. Assessment Methods

Practical work in groups;
Presentation of individual work;
Participation in classes;
2 Continuous assessment tests

20. Didactic Resources

Recommended bibliography.
Case studies.
Practical exercises.
Power point presentations.

21. Sustainability Objectives

A UC contributes to the following SDGs:
SDG 4: Quality Education, by promoting critical and ethical skills applied to consumer behaviour;
SDG 12: Responsible Consumption and Production, by encouraging sustainable consumption patterns and analysing their social, psychological, and environmental implications.

22. Keywords

Marketing
Segmentation
Targeting
Positioning
Customer-Value

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23. Main Bibliography

Author(s):	Brochand, B, and Lendrevie, J, V. Rodrigues, J, Dionísio, P,		
Title:	Mercator, Teoria e Prática do Marketing		
Edition:	1	Year:	2013
Local:	Lisboa		
Publisher:	D. Quixote		

Author(s):	Kotler, P., Kartajaya, H., & Setiawan, I.		
Title:	Marketing 5.0.: Technology for Humanity		
Edition:	1	Year:	2021
Local:	USA		
Publisher:	John Wiley and Sons. Inc.		

Author(s):	Kottler and Armstrong		
Title:	Principles of Marketing		
Edition:	18	Year:	2023
Local:	USA		
Publisher:	Bookman		

24. Complementary Bibliography

Author(s):	Albrecht, M. G., Green, M., & Hoffman, L.		
Title:	Principles of marketing		
Edition:	1	Year:	2023
Local:	USA		
Publisher:	OpenStax		

Author(s):	Tuten, Tracy, L.		
Title:	Principles of marketing for a digital age.		
Edition:	1	Year:	2022
Local:	USA		
Publisher:	Sage Publications		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING': Academic Year 2025/2026
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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