



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing

Academic Year 2026/2027

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

Continuous assessment must include oral contributions distributed throughout the teaching period and a final written test, and may also include practical group assignments and a midterm written test, as specified in the respective Continuous Assessment Plan

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
ISBN Code:

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.
ISBN Code:

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

24. Complementary Bibliography

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

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



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
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