UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
English

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

English (V1007)

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	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA SOFIA MASCARENHAS PROENÇA PARENTE DA COSTA

12. Assistants

13. Teaching Language

English

14. General Objectives

The curricular unit aims to teach the English vocabulary, written and oral, applied to the core area of a Marketing course.

15. Specific Objectives

- Apply in English the technical vocabulary used in Marketing
- Adapt verbal, oral and written communication to different situations
- Use the correct terminology when writing Marketing documents in English

16. Skills to be acquired

Develop the ability to:
- Understand a Marketing document in English
- Analyse a specific marketing strategy or marketing problem and be able to prepare a written and oral assessment of the situation and orally defend the proposed solution

17. Teaching Methodology

- Theoretical-practical classes taught in English in which concepts related to the curricular unit's program are covered, using slides and current and real examples.
- Tutorial classes taught in English in which practical case-studies are analysed, allowing students to develop their ability to solve the situation presented, in writing and orally.

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18. Course Unit Program

1. Introduction
2. Planning a Marketing strategy: use of english
3. Discussing Strategic Marketing Management
4. How to define Value, Consumer Satisfaction and Loyalty
5. Exploring the Marketing Environment
6. Discussing Consumer Buying Behaviour
7. Competitor Analysis
8. Presenting Segmentation, Targeting and Positioning
9. Marketing decision and communication tools: the Marketing-mix

19. Assessment Methods

The assessment of the curricular unit will consist of:
- 2 tests
- Attendance and participation in classes

20. Didactic Resources

The following will be used as teaching resources:
- Lectures accompanied by slides that will be made available to students before their respective classes
- Case-studies that will be made available on Moodle
- Recommended bibliography of the course unit

21. Sustainability Objectives

? SDG 4 ? Quality Education: Strengthens communication literacy in English applied to marketing, fostering transversal skills essential for basic training;
? SDG 8 ? Decent Work and Economic Growth: Develops professional communication in English, facilitating employability and collaboration with international markets;
? SDG 9 ? Industry, Innovation and Infrastructure: Promotes language skills for digital communication and marketing content in technological environments.

22. Keywords

Marketing strategy
Market environment

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23. Main Bibliography

Author(s): Philip Kotler, Kevin Lane Keller, Alexander Chernev
Title: Marketing Management
Edition: 16ª Year: 2021
Local:
Publisher: Pearson
ISBN Code:

Author(s): Sally Dibb, Lyndon Simkin, William Pride, O. Ferrell
Title: Marketing Concepts & Strategies
Edition: 9ª Year: 2023
Local:
Publisher: Cengage
ISBN Code:

Author(s): Sylee Gore
Title: English for Marketing & Advertising
Edition: Year: 2008
Local:
Publisher: Oxford
ISBN Code:

24. Complementary Bibliography

Author(s): Mary Ellen Guffey, Carolyn Seefer
Title: Business English
Edition: 13th Ed Year: 2019
Local:
Publisher: Cengage
ISBN Code:

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

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INGLÊS': Academic Year 2025/2026
Autor / Author	Prof. Doutora ANA SOFIA MASCARENHAS PROENÇA PARENTE DA COSTA
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