



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Complements of Marketing

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Complements of Marketing (V1008)

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 MÓNICA AMÂNCIO DA SILVA BORGES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Mastery, knowledge and capacity for action in operational marketing. Understanding of the specific features of marketing adapted to different sectors and international expansion. Awareness of the ethical problems associated with the discipline.

15. Specific Objectives

Develop skills for designing an operational marketing plan, by:

- a) Linking the strategic objectives of the mkt plan to the variables of the mkt mix
- b) Operationalizing the various components of the marketing mix
- c) Adapting the plan to the various sectors of economic activity

Develop international marketing skills.

Understand the importance of an ethical stance in the practice of marketing.

16. Skills to be acquired

- 1. Creating, developing and analyzing/monitoring an operational marketing plan
- 2. Developing skills for defining and implementing international marketing policies and plans
- 3. Development of skills for defining and implementing marketing policies and plans in different sectors
- 4. Ability to implement actions in the field of marketing taking ethical imperatives into account.



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17. Teaching Methodology

Classes adopt a "theoretical or practical" format, starting with the presentation and discussion of the concepts included in the course syllabus, and then moving on to their analysis or development in more "practical" classes (case studies, exercises).

18. Course Unit Program

1. Operational marketing in-depth
 - 1.1 The link between strategic marketing and operational marketing
 - 1.2 Product policy
 - 1.3 Pricing strategies
 - 1.3.1 Main pricing strategies
 - 1.3.2 Costs and elasticity of demand
 - 1.3.3 Methodology for setting prices
 - 1.3.4 Factors affecting pricing decisions
 - 1.4 Distribution policy
 - 1.4.1 Description and analysis of distribution channels
 - 1.4.2 Distribution chain and value creation
 - 1.4.3 Management of distribution chains
 - 1.4.4 Marketing logistics
 - 1.5 Communication policy
 - 1.5.1 Integrated marketing communication
 - 1.5.2 The communication mix
 - 1.5.3 Development of the communication strategy
2. International marketing
 - 2.1 International marketing strategies
 - 2.2 Standardization or adaptation of marketing variables
 - 2.3 Ways of entering international markets
3. Sectoral marketing
 - 3.1. B2B marketing
 - 3.2 Services marketing
4. Sustainable marketing and marketing ethics
 - 4.1 Social criticism of marketing
 - 4.2 Consumerism and anti-consumption
 - 4.3 Marketing ethics
 - 4.4 Regulation of marketing activity

19. Assessment Methods

Continuous assessment includes (i) two written tests; (ii) a practical assignment (in groups) and its presentation in class; (iii) participation and attitude in class as well as effective attendance.

20. Didactic Resources



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Lessons' slides
Bibliography
Scientific articles
Case studies
Practical exercises
Recommended readings

21. Sustainability Objectives

1. Ensure equal access to quality education
2. Substantially increase the number of young people and adults with relevant qualifications for employment, decent work and entrepreneurship
3. Ensure equal opportunities in university education, including for people in vulnerable situations

22. Keywords

Marketing plan
Operational Marketing
Marketing mix
International Marketing
Ethics in marketing



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23. Main Bibliography

Author(s): Kotler, P. and Armstrong, G.
Title: Principles of Marketing
Edition: 18^a Year: 2021
Local: Londres
Publisher: Pearson

Author(s): Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P., Rodrigues, J.V
Title: Mercator ? O marketing na era digital
Edition: 18^a Year: 2021
Local: Lisboa
Publisher: D. Quixote

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

24. Complementary Bibliography

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

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



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Ficha técnica MIP / MIP Datasheet	
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