UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Industrial and Services Marketing

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Industrial and Services Marketing (V1015)

5. Scientific Area

6. Curricular Year

2nd

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. Doutor MANUEL ALBERTO RAMOS MAÇÃES

12. Assistants

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

13. Teaching Language

Portuguese

14. General Objectives

. Understand the concept and dynamic nature of industrial marketing and services in the context of marketing.
. Understand the main differences and similarities between B2B and B2C markets.
. Understand the process of planning, organizing, implementing, and controlling industrial and services marketing.
. Describe, classify, and analyze the strategies and actions that organizations can take, in order to achieve their objectives.

15. Specific Objectives

. Understand the particular nature of customer-supplier relationships in industrial markets.
. Discuss the creation and capture of value in industrial markets.
. Discuss the conditioning of the company's behavior in industrial relationship networks.
. Understand the differentiating principles of services marketing versus product marketing .
. Discuss constraints of the management of the demand for services and assimilate methods of measuring the profitability of services.

16. Skills to be acquired

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Know the distinctive elements of the industrial and service marketing action.
. Identify sources of value in industrial and service markets
. Recognize the importance of developing long-term relationships in industrial and service markets.
. Design a value proposition.
. Structure a marketing operational plan in the industrial context, and in the context of services.

17. Teaching Methodology

The teaching method is developed from a theoretical emphasis to a practical component, based on theoretical-practical classes and tutorials and includes the following pedagogical instruments: teacher presentations, analysis and discussion of texts, practical exercises, applied research work, with subsequent presentation and discussion in the classroom.

18. Course Unit Program

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1. Industrial marketing
1.1 The nature and scope of industrial marketing
1.2 The industrial context and B2B marketing
1.3 Characteristics of the B2B market
1.4 B2B marketing vs. B2C marketing
2. Industrial market segmentation, targeting, and positioning
2.1 B2B environment: customers, organizations, and markets
2.2 B2B market segmentation
2.3. B2B targeting, and positioning
2.4. Differentiation
2.5 Market research and analysis of the competitive environment
3. Industrial Buyer Behavior
3.1 Purchasing process
3.2 Customer relationship management in the B2B market: CRM
4. B2B marketing strategies
4.1. Specificity of the marketing mix in industrial markets
4.2. Product strategy in B2B marketing
4.3. Pricing strategy in B2B marketing
4.4. Distribution strategy in B2B markets
4.5. Industrial marketing communication in B2B markets
5. Sustainability and B2B marketing
6. Services marketing
6.1 Specificity of the services
6.2 The product/service relationship
6.3 Types of services
6.4. Marketing-mix in services
7. Service management
7.1 Service quality and productivity management
7.2 SERVQUAL service quality model
7.3 Customer evaluation criteria
7.4 Customer Relationship Management (CRM)
8. Service marketing strategies
8.1. The service offer
8.2 Communication strategies in services
8.3 Pricing strategies
8.4 Managing service networks
9. Sustainability and services marketing

19. Assessment Methods

Continuous assessment includes taking two written tests, the elaboration of individual and group work

20. Didactic Resources

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Slides
Bibliography
Scientific articles
Case Studies

21. Sustainability Objectives

SDG 4, SDG 8, SDG 12

22. Keywords

Industrial marketing
B2B
Industrial networks
Services marketing
Customer experience
Sustainabil

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23. Main Bibliography

Author(s):	André Vilares Morgado		
Title:	B2B Marketing: Uma abordagem prática em mercados industriais		
Edition:	1ª Edição	Year:	2019
Local:	Coimbra		
Publisher:	Actual (grupo Almedina)		

Author(s):	Teresa A. Swartz e Dawn Iacobucci		
Title:	Handbook of Services Marketing and Management		
Edition:		Year:	2000
Local:			
Publisher:	SAGE Publications		

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

24. Complementary Bibliography

Author(s):	Maçães, M. R.		
Title:	Marketing Estratégico		
Edition:	1ª Edição	Year:	2019
Local:	Lisboa		
Publisher:	Conjuntura Actual Editora		

Author(s):	Frederick, F; Webster, Jr.		
Title:	Industrial Marketing Strategy		
Edition:	Third Edition	Year:	1995
Local:	NY		
Publisher:	John Eilley and Sons		

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING INDUSTRIAL E DOS SERVIÇOS': Academic Year 2024/2025
Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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