UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Industrial and Services Marketing

Academic Year 2025/2026

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 MÓNICA MONTES MENDES ROCHA FERREIRA

13. Teaching Language

Portuguese

14. General Objectives

. Understand the concept, meaning, and importance of industrial marketing;
. Understand the differences and similarities between industrial marketing and consumer marketing;
. Learn the concept of demand for industrial products and services in the market
. Learn the characteristics of industrial purchasing;
. Understand the process of planning, organizing, implementing, and controlling industrial and service marketing;
. Analyze the strategies to be taken to achieve the 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.

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16. Skills to be acquired

. Know the distinctive elements of industrial and service marketing actions;
. Identify the 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.
. To structure an operational marketing plan in the industrial and service contexts.

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. Fundamentals of Industrial Marketing
1.1. Introduction
1.2. The concept of industrial marketing
1.3. Characteristics of Industrial and Consumer Marketing
1.4. Demand in the industrial market
2. Industrial marketing
2.1. Industrial versus consumer markets
2.2. Types of industrial customers
2.3. Practices of industrial customers
3. Industrial Buying Behavior
3.1. Objectives of industrial buyer purchases
3.2. Purchasing activities of the industrial buyer
3.3. Types of buying situations
3.4. Key members in the buying organization
3.5. Modern purchasing activities
4. Strategic Industrial Marketing
4.1. The concept of strategy
4.2. Marketing strategy
4.3. Strategic marketing planning in the industrial market
4.4. Developing a target market strategy
4.5. Marketing information
5. Marketing Research
5.1. Stages of the marketing research process
5.2. Gathering data
6. Industrial Products and Services
6.1. Types of industrial products and services
6.2. Definition of an industrial product
6.3. New product development
6.4. Industrial Product Life Cycle and Strategies
7. Pricing of Industrial Products
7.1. Characteristics of industrial prices
7.2. Factors that influence pricing decisions
8. Channel Design and Management
8.1. Channel design process
8.2. Channel management decisions
9. Channels of Distribution
9.1. The nature of the industrial distribution channel
9.2. The structure of the industrial channel
10. Methods of Sales Promotion
11. Personal Selling
11.1. Advantages and disadvantages of personal selling
11.2. The sales process and the role of the salesperson
11.3. Sales force management

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11.4. Organizing and allocation of the sales force
12. Advertisement
12.1. Industrial communication program
12.2. The role of advertising in industrial marketing

19. Assessment Methods

Continuous assessment consists of 2 tests, the average of which is weighted at 3, and the group work is weighted at 2.5. The group work is on a topic to be presented by the U.C. lecturer.

20. Didactic Resources

Slides
Bibliography
Multimedia material
Analysis of scientific articles
Case studies

21. Sustainability Objectives

SDG 4 - Quality education: develops literacy in B2B/service marketing, enabling informed analysis and decision-making.
SDG 8 - Decent work and economic growth: enhances skills for productivity and commercial performance in industrial and service contexts.
SDG 12 - Responsible consumption and production: promotes efficiency practices in channels, logistics, and customer relationships, with responsible communication.

22. Keywords

Industrial marketing
Service marketing
B2B markets
Customer experience
Marketing strategy

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23. Main Bibliography

Author(s): Fotiadis, T; Lindgreen., A.; Siomkos, G,: Oberg, C. & Folinas, D:
Title: Industrial Marketing
Edition: First Edition Year: 2023
Local: London
Publisher: Sage Publications, Ltd
ISBN Code: 9781529778533

Author(s): Brennan , R,. Canning, L, & McGrath, H.
Title: Business-to-Business Marketing
Edition: Sixth Edition Year: 2024
Local: London
Publisher: Sage Publications, Ltd
ISBN Code: 9781529791501

Author(s): Mações, M. R.
Title: Do Marketing Tradicional ao Marketing Estratégico: Uma Visão Estratégica
Edition: 1ª Edição Year: 2024
Local: Coimbra
Publisher: Edições Almedina
ISBN Code: 978-989-694-829-0

24. Complementary Bibliography

Author(s): Mações. M. R.
Title: Marketing e Gestão da Relação com o Cliente
Edition: 1ª Edição Year: 2017
Local: Coimbra
Publisher: Edições Almedina
ISBN Code: 978-989-694-231-1

Author(s): Scandura, T & Weinberg, F.
Title: Management Today
Edition: 2nd Edition Year: 2025
Local: UK
Publisher: Sage Publications, Ltd.
ISBN Code: 9781071884829

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor MANUEL ALBERTO RAMOS MAÇÃES
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