UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing Auditing

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Marketing Auditing (V1030)

5. Scientific Area

6. Curricular Year

3rd

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 ANA SOFIA MASCARENHAS PROENÇA PARENTE DA COSTA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The curricular unit aims to teach what a Marketing Audit is, what are its components and the analyses to use.

15. Specific Objectives

- Relate the different decision variables of a marketing strategy in order to understand its implications.
- Illustrate the questions to ask in an evaluation of the adopted marketing strategy.

16. Skills to be acquired

Develop the ability to:
- Analyse a marketing strategy in the context of an uncontrollable and changing external environment.
- Critically analyse the choices in the decision making process of the marketing strategy.
- Propose solutions to improve the adopted strategy.

17. Teaching Methodology

- Theoretical-practical classes in which concepts related to the curricular unit's program will be addressed, using slides and current and real-life examples.
- Tutorial guidance classes in which practical cases will be analysed to illustrate and consolidate the concepts seen in the theoretical-practical classes.

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18. Course Unit Program

Part I
1. Introduction
2. Audit
3. Marketing Audit

Part II
4. Strategy
5. External Environment Audit
6. Internal Environment Audit
7. Marketing Strategy Audit

19. Assessment Methods

The continuous assessment of the curricular unit will consist of:
- 2 tests (50% each)
- Participation in classes

20. Didactic Resources

Will be used as didactic resources:
- Teaching accompanied by slides that will be made available to students before the respective classes
- Scientific articles that will be available on moodle
- Recommended bibliography of the curricular unit

21. Sustainability Objectives

Objective 4
Ensure access to inclusive, quality and equitable education and promote lifelong learning opportunities for all.

22. Keywords

Marketing audit
Marketing strategy

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23. Main Bibliography

Author(s): Kevin Lane Keller e Philip Kotler
Title: Administração de Marketing
Edition: 15ª Year: 2019
Local:
Publisher: Prentice Hall

Author(s): Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland
Title: Crafting & Executing Strategy: Concepts and Cases
Edition: 23ª Year: 2021
Local:
Publisher: McGraw-Hill

Author(s): Aubrey Wilson
Title: The Marketing Audit Handbook
Edition: 1º Year: 2002
Local: London
Publisher: Kogan Page

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24. Complementary Bibliography

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

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

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LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'AUDITORIA EM MARKETING': Academic Year 2024/2025
Autor / Author	Prof. Doutora ANA SOFIA MASCARENHAS PROENÇA PARENTE DA COSTA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
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