UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing Auditing

Academic Year 2025/2026

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

SDG 4 - Quality Education: Develops strategic marketing skills, essential for employability and decision-making in organisational contexts;
SDG 9 - Industry, Innovation, and Infrastructure: Stimulates critical and innovative thinking in the design and implementation of business strategies.

22. Keywords

Marketing audit
Marketing strategy

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23. Main Bibliography

Author(s):	Philip Kotler, Kevin Lane Keller, Alexander Chernev		
Title:	Administração de Marketing		
Edition:	16ª	Year:	2024
Local:			
Publisher:	Bookman		

Author(s):	Arthur Thompson, A. Strickland, Margaret Peteraf, John Gamble		
Title:	Crafting & Executing Strategy: Concepts and Cases		
Edition:	Release ISE	Year:	2024
Local:			
Publisher:	McGraw-Hill		

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

24. Complementary Bibliography

Author(s):	Peter Fader, Bruce Hardie, and Michael Ross		
Title:	The Customer-Base Audit		
Edition:	1ª	Year:	2022
Local:			
Publisher:	Wharton School Press		

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

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