UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Project

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Project (V1031)

5. Scientific Area

6. Curricular Year

3rd

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 MONTES MENDES ROCHA FERREIRA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Development of skills to promote learning through practical experience, equipping students with the knowledge to use theoretical tools on the preparation and evaluation of an applied marketing project.

15. Specific Objectives

Interaction with the labour market. Application of knowing-knowing to knowing-doing.
Observation and reflection of case studies and entrepreneurship projects.

16. Skills to be acquired

Teamwork, decision making and report development.

17. Teaching Methodology

To contribute to the acquisition of competences, the following methodologies will be used: Expositive, Participative and Self learning.

18. Course Unit Program

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0- The importance of the marketing plan in the context of global strategic planning
1- Role of marketing in the organisational structure and in the definition of business strategies.
2- Marketing Plan Concept
Definition, objectives and scope;
Critical factors for success in its design and implementation.
Purposes and advantages of developing a marketing plan
Benefits for the organisation, decision-making and monitoring of results.
Types and methodologies of marketing plans
Existing models and differentiated approaches, according to the sector, the market and the organisational objectives.
Phases of developing a marketing plan
Integration and coherence between the different phases of the marketing plan
The importance of logical and strategic articulation between diagnosis, objectives, strategies and actions.
3 - Practical development of a complete marketing plan
Application of the contents in the elaboration of a plan for a product or service, based on real or simulated data

19. Assessment Methods

The evaluation of the course will be done continuously through the following set of elements:
- Attendance and participation in classes;
- 1 Group work - Marketing plan oriented towards a real company or oriented towards an entrepreneurial project.

20. Didactic Resources

Recommended books (Bibliography)
2. Slides shared by the teacher
3. Case Studies

21. Sustainability Objectives

To build a critical and informed look at the need to structure sustainable, ecological and responsible projects.

22. Keywords

Marketing, Marketing Project, Marketing Plan, Planning, Strategy, Entrepreneurship.

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23. Main Bibliography

Author(s): Pedro Dionísio, João Guerreiro, Hugo Faria, Vicente Rodrigues e Rogério Canhoto
Title: AI_INOVATOR Marketing na era da Inteligência Artificial e da Sustentabilidade ? Gen AI e ESG
Edition: Year: 2025
Local: Lisboa
Publisher: Bertrand
ISBN Code: 9789722548250

Author(s): WESTWOOD, John
Title: How to write a marketing plan
Edition: 4th Year: 2018
Local: London
Publisher: Kogan Page Publishers
ISBN Code:

Author(s): Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P., Rodrigues, J.V
Title: Mercator. O marketing na era digital
Edition: 18 Year: 2023
Local: Lisboa
Publisher: Bertrand
ISBN Code: 9781292449364

24. Complementary Bibliography

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

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

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