

6.2.1.1. Curricular unit:

Marketing

6.2.1.2. Lecturer

Cristina Isabel Galamba de Oliveira da Costa Marreiros

6.2.1.3. Other academic staff:

Maria Raquel Ventura-Lucas

6.2.1.4. Learning outcomes of the curricular unit:

By the end of the module students should:

- Be familiar with the core concepts and techniques in marketing;
- Be able to understand and analyse consumption and buying behaviour in the markets;
- Be able to analyse tourism marketing strategies;
- Understand the connection between the issues studied in the module

Transferable Skills

By the end of this module students should have developed the following core skills:

- Written communication;
- Interpersonal communication;
- Oral presentation;
- Teamwork;
- Planning and organizing.

6.2.1.5. Syllabus:

1 - Introduction

- 1.1. the evolution of the marketing concept
- 1.2. the role of marketing in organisations strategic planning

2 - Marketing Strategy

- 2.1. Strategic Planning Stages
- 2.2. Internal and External Analysis
- 2.3. Environment, Market and Competition analysis
- 2.4 SWOT Analysis

3 - Consumer Behaviour

- 3.1. The buying decision process
- 3.2. Influences to buying decision process

4 - Segmentation, positioning and brands

- 4.1. Segmentation process and strategies
- 4.2. Positioning the offer
- 4.3. Defining the competition
- 4.3. Branding

5 - Product

- 5.1. Product Mix management
- 5.2. Innovation

6 - Price

- 6.1. Price determination
- 6.2. Price Strategies

7 - Place

- 7.1. Distribution channels
- 7.2. Distribution circuits definition

8 - Communication

- 8.1. Communication mix
- 8.2. Advertising
- 8.3. Public relations, sponsorship and patronage
- 8.4. New tools for marketing communication

6.2.1.9. Bibliography:

Kotler, Philip; Armstrong, Gary (2008). "Princípios de Marketing". 12ª Ed. Prentice-Hall.

Kerin, R.A; Hartley, S.W.; Berkowitz, E.N.; Rudelius, W. (2008). "Marketing". McGraw-Hill.

Lendrevie, Jacques et al (2004). "Mercator XXI: Teoria e Pratica do Marketing". 10ª Ed.