

<b>POLI</b> ESCOLA SUPERIOR TECNOLOGIA GESTÃO <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.013.03
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Course	Management					
Subject	Marketing					
Academic year	2023/2024	Curricular year	2	Study period	2	
Type of subject	Compulsory	Student workload (H)	Total: 168	Contact: 75	ECTS	6
Professor(s)	PhD Ana Poças					
<input type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	PhD Amândio Baía				

## Planned SD

### 1. LEARNING OBJECTIVES

The curricular unit of Introduction to Marketing aims to familiarize the students with the topic of marketing and its history, an evolution that demonstrates its importance in terms of philosophy of management and the advantages deriving from adopting marketing. Students will acquire and understand concepts and analytical tools to develop a schema for strategic marketing.

### 2. PROGRAMME

1. Evolution of marketing concepts:
  - 1.1. From business management to marketing;
  - 1.2. Concept and concerns in business management;
  - 1.3. Marketing as a management philosophy;
  - 1.4. Trends of marketing.
  - 1.5.
  - 1.6. Marketing in business management;
2. The Market:
  - 2.1. The market environment;
3. The Market Study:
  - 3.1. Objectives and types of market studies;
  - 3.2. Analytical methods in market analyses – evolution and dimension of the market
  - 3.3. Predicting methods models for assessing the market
    - 3.3.1. BCG matrix
    - 3.3.2. McKinsey matrix
4. Consumers:
  - 4.1. Individual explanatory variables;
  - 4.2. Sociological and psycho-sociological explanatory variable
5. Segmentation of the market, Targeting and Positioning
6. Marketing objectives and strategies

	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.013.03
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7. The Marketing Mix
  - 7.1. Product
  - 7.2. Price
  - 7.3. Place
  - 7.4. Promotion
  - 7.5. People, Process and Physical Evidence
8. The importance of control in Marketing

### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, developed through the syllabus, aims to foster the overall education of the student as a person and as a future professional, making them aware of the need to know how to be and how to behave as well as to know how to do, technically, operationally and instrumentally, both integrally and systemically. Students should thus acquire and develop operational and instrumental skills. In the end, the student should be able to participate and develop his/her professional activity autonomously in terms of organization, development and management of sales operations and processes on the job.

### 4. MAIN BIBLIOGRAPHY

- Anderson, J.; Narus, J. (2008), *Business Market Management – Understanding, Creating and Delivering Value*, Prentice-Hall, 3<sup>rd</sup> Edition.
- Baynast, A.; Lendrevie, J.; Lévy, J.; Dionísio, P.; RodrigueS, J., (2018), *MERCATOR 25 Anos, o Marketing na Era Digital*, Dom Quixote.
- Dionísio, P.; Lévy, J.; Rodrigues, J.; Lendrevie, J. (2015), *Mercator da Língua Portuguesa - Teoria e Prática do Marketing*, 16<sup>a</sup> Ed., Publicações D. Quixote.
- Ferreira, B. et al. (2011), *Fundamentos de Marketing*. Ed. Sílabo, Lisboa.
- Jain, S.; Griffith, D. (2011), *Handbook of Research in International Marketing*, Edward Elgar Publishing Inc.
- Kotler, P. (2013), *Marketing para o sec. XXI*, 7<sup>a</sup> Ed., Editorial Presença, Lisboa.
- Kotler, P.; Keller, K. (2012), *Marketing Management*, 14th Ed., Prentice Hall.
- Oliveira, M.; Gonçalves, R.; Martins, J.; Moreira, F. e Branco, F. (2016). *Casos de Estudo em Estratégia e Marketing - Promovendo o Debate Empresarial*. 1<sup>a</sup> edição ebook, disponível em [https://ria.ua.pt/bitstream/10773/17286/1/Casos%20de%20estudo%20em%20Estrategia%20e%20MKT\\_Final.pdf](https://ria.ua.pt/bitstream/10773/17286/1/Casos%20de%20estudo%20em%20Estrategia%20e%20MKT_Final.pdf)
- Teixeira, S. (2011), *Gestão Estratégica*, Escolar Editora. Portugal.
- Periodic publications and support material made available by the professor.

### 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

#### TEACHING METHODOLOGIES:

Lecture, interactive lesson, debate, presentation and/or interaction with audiovisual aids and case studies.

<p>POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.013.03</p>
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#### **Evaluation:**

The student may choose one of the following evaluation methods:

A) Continuous evaluation: the student must do a test and worksheets/presentations in the class.

The final classification is given by:

Final Classification= 0,7 (classification on frequency/exam)\*\* + 0,3 (average work classification)

\*\*7,0 values minimum classification;

B) Exam (100% ponderation) evaluation for those students who do not opt for the continuous evaluation.

The student will be Approved when the final classification is 10 (ten) or more.

#### **6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES**

The teaching methodology is based on lectures of theoretical concepts and models accompanied by a critical analysis of case studies and practical assignments, their presentation and discussion so that the students visualize and understand the practical application of these concepts while they develop their critical analysis skills.

#### **7. ATTENDANCE**

The Continuous Assessment is indexed to the minimum compulsory attendance of 2/3 of the exercises proposed on classes.

#### **8. CONTACTS AND OFFICE HOURS**

[anapocas@ipg.pt](mailto:anapocas@ipg.pt), office 62

office hours: Wednesday 9.30.00-10.30; Friday 14.30-15.30

#### **9. OTHERS**

*n.a.*

#### **DATE**

27<sup>th</sup> of February 2024

#### **SIGNATURES**

*Professor(s), Area/Group Coordinator or Head of Department signatures*

Assinatura na qualidade de (clicar)

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