

Course unit title: INTRODUCTION TO MARKETING**Course unit code: 1-1-01****Type of course unit:** compulsory**Level of course unit:** first cycle**Year of study:** 1st**Semester:** 1st**Number of ECTS credits allocated:** 6 ECTS**Name of lecturer:** Sandra Miei**Objectives**

The aim of the Introduction to Marketing discipline (included in the Marketing Scientific Area) in the Marketing Management course is to offer students a panoramic view of Marketing, opening up horizons towards a better understanding of other disciplines that will be using many of the concepts referred here for the first time. In this sense, the intention is to offer students theoretic and practical tools that will allow them to understand the main Marketing concepts and to become familiar with multiple challenges, problems and questions that frequently arise in this area.

Learning outcomes of the course unit

- Obtain a broader view on Marketing evolution throughout the times, its various development stages until it acquired a relevant position in companies;
- Understand the different Marketing application areas, apart from the large consumption, industrial and services areas, in which it has traditionally had a strong presence;
- Analyse and identify a Market by its dimension, structure and characteristics;
- Identify the main Market intervenient parties giving special relevance to its purchase decision process;
- Understand the evolution factors of each Market;
- Understand the objectives of a Market Study, identify the different “publics” who are of interest to the company;
- Understand the behaviour of company target groups, based on different behaviour theories and models;
- Relate the different policies that comprise the Marketing-Mix and define them in view of a defined Marketing strategy.

Mode of delivery: face-to-face**Prerequisites and co-requisites:** none**Recommended optional programme components:** none**Course contents**

1. Marketing fundamentals
2. Market analysis
3. Consumer behaviour
4. Strategic marketing – STP
5. Brand management
6. Product policy
7. Prices policy
8. Delivery policy
9. Communication policy
10. Selling task force management
11. Marketing effort management
12. Marketing in specific contexts

Recommended Reading:

- DIONÍSIO, P; LENDREVIE, J; LINDON, D; RODRIGUES, V (2004) – “Mercator XXI – teoria e prática do Marketing”, Dom Quixote;
- KOTLER, P (2000) – “Marketing Management – The Millennium Edition”, Prentice-Hall;
- Brassington, F; Pettitt, S (2005) – “Essentials of Marketing”, Pearson Education Limited;

- AAKER, David A (1996) – “Building Strong Brands”, The Free Press;
- BOVÉE, Courtland; THILL, John (1992) – “Marketing”, McGraw-Hill;
- PIRES, Aníbal (1991) – “Marketing – Conceitos, Técnicas e Problemas de Gestão”, Ed. Verbo.
- NORDSTRÖM, K; RIDDERSTRALE, J (2002) – “Funky Business”, Prentice-Hall;

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (10% weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (40% weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese