

STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

Course Objectives

Program

Course Reading Material

Evaluation of Student Achievement

Faculty:

Prof. Doutor Vítor Fernando da Conceição Gonçalves - *Responsible*

Dr. José Bernardo Trindade Chagas (E11 and E12)

STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

Undergraduate Degree: Management (Economics and MAEG optional)

Year/Semester/Regime: 2nd year /2nd semester/Full Time

Type: Complusory

Hours/week: 4,0 (2 TP X 2,0 H)

Responsible: Professor Doutor Vítor Gonçalves

COURSE OBJECTIVES

The course aims to provide a broad perspective of marketing management.

The specific course objectives are:

- To develop analytical and decision-making skills in various areas of marketing management.
- To provide knowledge about the scope and content of the activities developed by marketing managers.
- To provide knowledge needed to formulate marketing strategies.

STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

PROGRAM

1. Company Strategy and Building Customer Relationships

1.1 Strategic planning vs. marketing planning

1.2 Marketing strategy

1.3 Marketing plan

2. Market Analysis

2.1 Consumer markets

2.2. Business markets

2.3. Analysis of competition and competitive strategies

3. Marketing Strategy

3.1 Identification of market segments and targets selection

3.2 Marketing strategy to differentiate and position the offer

3.3 Marketing strategy for new products development

3.4 Marketing strategy and the product life-cycle

3.5 Internationalization and the global market

3.6 Sustainable marketing: Social responsibility and ethics

STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

COURSE READING MATERIAL

Required

KOTLER, Philip e Armstrong, G. (2016), *Principles of Marketing*, 16th Edition, Pearson.

Recommended

ARMSTRONG, G. e KOTLER, Philip (2015), *Marketing: An Introduction*, 12th Edition, Prentice-Hall.

SOLOMON, M. (2015), *Consumer Behavior: Buying, Having and Being*, 11th Edition, Pearson Higher Education.

MALHOTRA, Naresh (2015), *Essentials of Marketing Research, A Hands-On Orientation*, 1th Edition, Prentice Hall.

PEPERS, D., ROGERS, M. (2005), *Return on Customer Creating Maximum Value for Your Scarcest Resource*, Cyan Books.

WOOD, Marian Burk (2014), *The Marketing Plan Handbook*, 5th Edition, Pearson New International Edition.



STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

EVALUATION OF STUDENT ACHIEVEMENT

1) Regular assessment period

The evaluation of this course, in accordance with Article 2 of the General Regulations for Assessment of Undergraduate Degrees (GRAUD), will be the result of a weighted average of the following assessment:

- A final written examination (**weighting 50%**) - minimum score: 8 points
- An intermediate written examination (mini-test) (**weighting 10%**) - minimum score: 8 points
- Graded assessments throughout the semester: attendance and participation in class, individual presentations, and team work (**40% weighting**) - minimum score: 8 points.

2) Repeat assessment period

The evaluation at this period, according to Article 3 (paragraphs 1 and 2) of the GRAUD, consists of a written examination. The final classification includes the

overall rating of the graded component throughout the semester, with the weights set for the regular period, if this component benefits the student.

The **improvement of grade is based solely on the written examination** (Article 7, paragraph 2 of GRAUD).

3) Special assessment period

The assessment in this period, in accordance with Article 6 (1) of the GRAUD is comprised of a written examination.

Other issues:

Students wishing to obtain **final grade above 17 points** are required to take an **oral examination** (Article 8 of the GRAUD).

It is not allowed to consult any study elements in the individual written examination referred to in 1) and 2) and 3).



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA

STRATEGIC MARKETING

2016/2017

2nd Semester

2nd Year - MANAGEMENT

CALENDAR

2nd Semester	Date
Lectures	13/2 a 26/5
Easter holidays	9/4 a 17/4
Intermediate assessment period	27/3 a 1/4 – test: 28/3
Regular examination	12/6
Repeat examination	4/7
Special examination	September, before the beginning of next 1st sem. Date to define.