1. **Objectives:**
* To analyze the role of marketing within the firm and society.
* To develop skills that enable students to examine how firms organize, implement and control marketing efforts.
* To study the four basic variables in the marketing mix: product, promotion, price, and distribution.
1. **Method of Instruction:**

The course will incorporate a lecture and project-based approach to the principles of marketing. Theoretical concepts, ideas and strategies are exposed allied with practical real-life examples. Marketing Casespresentation and discussion. The course also entails a *Project Work*.

1. **Course Content:**

|  |  |
| --- | --- |
| **Course Content** | **Corresponding Chapter** **in the Book** |
|
| **Part I: Importance and Context of Marketing** |
| 1.    Definition and basic concepts of marketing | Chapter 1 |
| 2.    Marketing management orientations |  |
| 3.    Marketing-mix |  |
| **Parte II: Understanding the Marketplace and Consumers** |
| 1. Analyzing the marketing environment | Chapter 3 |
| 2. Marketing information system  | Chapter 4 |
| **Parte III: Marketing-Mix** |
| **1.     Products, services and brands: building customer value**  | Chapter 8 |
| 1.1.   Product: basic concepts |  |
| 1.2.   Products and services decisions |  |
| 1.3.   Services marketing |  |
| 1.4.   Branding strategy  |  |
| **2.     Communication decisions: communicating customer value** | Chapters 14 & 17 |
| 2.1.   Communication mix and integrated marketing communications |  |
| 2.2.   Communication process |  |
| 2.3.   Communication budget |  |
| 2.4.   Socially responsible marketing communication |  |
| 2.5. Elements of the communication mix2.6. Direct, online, social media, and mobile marketing |  |
| **3.     Pricing: understanding and capturing customer value** | Chapters 10 & 11 |
| 3.1.   Pricing: basic concepts |  |
| 3.2.   Factors affecting price decisions |  |
| 3.3.   Pricing strategies |  |
| **4.     Marketing channels: delivering customer value** | Chapter 12 |
| 4.1.   Distribution: basic concepts |  |
| 4.2.   Channel design and management decisions |  |

1. **Required textbook:**

Kotler, P. & Armstrong, G. (2018). *Principles of Marketing*, Global Edition,17th edition. London: Pearson Education. [ISBN-13: 9781292220178]; [ISBN-10: 1292220171] -- [Chapters 1, 3, 4, 8, 10, 11, 12, 14 e 17]

1. **Evaluation:**

**Normal Examination Period**

* **Written Examination** regarding all of the course’s content (test or exam) to be held at the end of the teaching period **(60% grading) - individual** assignment;
* **Continuous evaluation** along the semester – students are also assessed through class participation assignment and project work (group assignments) - **(totally 40% grading: 35% for final project work and 5% for class participation and in-class work).**

**Extra Examination Period**

* The evaluation consists of a **written examination** (worth 60% or 100% grading).
* The final grade of the student will consider the continuous evaluation grade (40%), as long as it benefits the student.
* During the written examinations, students are not allowed to consult any course and/or study materials.

**Other Issues**

Rules specified in the General Evaluation System will apply.

1. **Rules During Lectures**
* Students must enter the classroom within 10 min of the start of the lecture time.
* Students should only leave the classroom in the end of each session, except when duly justified and communicated to the teacher in the beginning of the lecture.
* It is not allowed the use of mobile phones during lectures, except for reasons of classwork, and when authorized by the teacher
* The frequency of classes is controlled through an “attendance list” that has to be sign by each student in the end of each session.
* Students are encouraged to actively participate in the course in a positive and interested way.
1. **Teachers’ Contacts:**

**Margarida Duarte (Coordinator)**

E-mail: mduarte@iseg.ulisboa.pt

**Joanna Santiago**

E-mail: joannas@iseg.ulisboa.pt