

1. Objectives

- To analyze the role of marketing in the context of the company and society.
- To develop capabilities to examine how the company organizes, implements, and controls the marketing effort.
- To provide in-depth knowledge of the management of each element of the marketing-mix – product, price, communication, and distribution.

2. 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 and allied with practical real-life examples. Marketing Cases presentation and discussion. The course also entails a *Project Work* (group assignment).

3. Course Syllabus

Course Content	Corresponding Chapter in the Book
Part I: Importance and Context of Marketing	
1. Definition and basic concepts of marketing 2. Marketing management orientations 3. Marketing-mix	Chapter 1
Part II: Understanding the Marketplace and Consumers	
1. Analyzing the marketing environment	Chapter 3
2. Marketing information system	Chapter 4
Part III: Marketing-Mix	
1. Products, services and brands: building customer value 1.1. Product: basic concepts 1.2. Products and services decisions 1.3. Services marketing 1.4. Branding strategy	Chapter 8
2. Communication decisions: communicating customer value 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 mix 2.6. Direct, online, social media, and mobile marketing	Chapters 14 & 17
3. Pricing: understanding and capturing customer value 3.1. Pricing: basic concepts 3.2. Factors affecting price decisions 3.3. Pricing strategies	Chapters 10 & 11
4. Marketing channels: delivering customer value	Chapter 12

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| 4.1. Distribution: basic concepts | |
| 4.2. Channel design and management decisions | |

4. Required Textbook

Kotler, P. & Armstrong, G. (2021). *Principles of Marketing*, Global Edition, 18th edition. London: Pearson Education. ISBN: 978-0-13-576659-0 [Chapters 1, 3, 4, 8, 10, 11, 12, 14 e 17]

5. Evaluation

Normal Examination Period

- **Written Examination** regarding all the course's contents (exam) to be held at the end of the teaching period (**60% of the grade**). This is an individual assignment. **Minimum grade: 8 points** (out of 20).
- **Final Group Work (40% of the grade**. Of this percentage, 10% covers the individual performance resulting from: a) group work execution throughout the semester, and b) group work presentation). **Minimum grade: 8 points** (out of 20).
- The assessment throughout the semester (**continuous evaluation**) is mandatory for the calculation of the final classification, in accordance with n° 7 of Article 2 of the General Regime of Knowledge Assessment (RGAC) of ISEG.
- It is not allowed to consult any study elements during the individual written tests.
- Operational Marketing classes work on a face-to-face basis (presential course), and only students who attend **70% of classes in person** will be admitted to the continuous assessment system (except in properly justified cases).
- Students who obtain a final grade higher than 17 points (out of 20) follow the stipulated in article 8 of the General Regulation of Knowledge Assessment regarding oral tests.

Extra Examination period

- The evaluation consists of an individual written test (weighting 60% or 100%);
- The final classification for this period considers the global classification of the evaluation components throughout the semester, with the weights defined for the normal period, if it benefits the student.
- During the written examinations, students are not allowed to consult any course and/or study materials.
- Students who obtain a final grade higher than 17 points (out of 20) follow the stipulated in article 8 of the General Regulation of Knowledge Assessment regarding oral tests.

Grade Improvements

- Applies Article 7 of the General Regime of Knowledge Assessment (RGAC) of ISEG.

6. Behavior 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.
- The use of mobile phones or tablets in the classroom is not allowed, unless for reasons of work, and when authorized by the teacher.

- The frequency of classes is controlled through an “attendance list” that has to be signed by each student in the end of each session.
- Students are encouraged to actively participate in the course in a positive and interested way.

7. Calendar

1st Semester	Dates
Lectures	18/09/2022 – 15/12/2022
Operational Marketing Exam - Normal assessment period	16/01/2023, 12 p.m.
Operational Marketing Exam – Re-sit assessment period and Grade improvement	02/02/2023, 12 p.m.
Operational Marketing Exam – Special assessment period	08/03/2023, 12 p.m.
Operational Marketing Exam – Special assessment period	05/09/2023, 9 a.m.

8. Faculty Contacts

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