

**NOVA Information Management School**

**NOVA IMS**

<b>Course</b>	Marketing
<b>Coordinator:</b>	Guilherme Victorino
<b>ECTS</b>	4
<b>Objectives:</b>	<p>Present the main concepts of the theory and practice of marketing</p> <p>Explain the role of marketing in organizations and the problems encountered by managers</p> <p>Explore the key aspects in the formulation of a marketing plan</p> <p>Build Marketing planning capacities in students through the development of a marketing plan</p> <p>Improve students' ability to analyze situations and develop marketing recommendations</p> <p>Improve the student's ability to be selective in the analysis of information needed for decision making in marketing</p> <p>Develop skills in students important for its good performance in top positions, such as the ability to communicate, work in groups and present results</p>
<b>Curricular Unit Contents:</b>	<ul style="list-style-type: none"> <li>• Marketing and Marketing processes</li> <li>• Organizational mission, objectives and strategy</li> <li>• Internal and external analysis, SWOT analysis.</li> <li>• The strategic triangle: Segmentation, Targeting, and Positioning.</li> <li>• The Marketing Mix</li> <li>• Employment and Career opportunities in marketing</li> </ul>
<b>Teaching methods:</b>	The course is based on theoretical and practical lessons. The practical part is focused on the design and development of case studies and practical work. Importance will be attached to the group work to foster structured academic discussion and experience sharing.
<b>Grading methods:</b>	<p>EVALUATION:</p> <p>Group work (3 or 4 elements): 40% [Discipline includes a project that requires the development of a marketing plan, to be presented by the group</p>

	<p>at the end of the semester]</p> <p>Final Exam: 50% [Minimum score of 8 points]</p> <p>Discussion CASE STUDIES: 10%</p> <p>This component includes the presence of students in the classroom and the quality of their participation.</p>
<p><b>Bibliography:</b></p>	<ul style="list-style-type: none"> <li>• Kotler,P., Armstrong,G., Wong, V., and John Saunders (2008), Principles of Marketing, 5th European edition, Prentice Hall</li> <li>• Lendrevie, L. Dionisio, R (2004), Mercator XXI: Teoria e Prática de Marketing, Edições Don Quixote.</li> <li>• Wood, M. B. (2007), The Marketing Plan Handbook, 4th edition, Prentice Hall</li> </ul>