

## FUC - Ficha de Unidade Curricular

### Curricular Unit's File

<b>Code</b>	L1805
<b>Name (PT)</b>	Gestão do Marketing
<b>Name (EN)</b>	Marketing Management
<b>Regime</b>	Semestral
<b>Level</b>	1.º Ciclo
<b>Teaching language</b>	Português , Inglês
<b>School</b>	Escola de Gestão (EG)
<b>Departament</b>	DMOG
<b>Scientific area</b>	Marketing (Mkt)
<b>Responsible academic staff</b>	Hélia Maria Gonçalves Pereira
<b>Pre-requisites</b>	does not exist
<b>Objectives</b>	At the end of this course, students should be able to apply the main concepts of marketing, through key market indicators, regarding the development of a strategic and operational marketing plan
<b>Learning outcomes</b>	At the end of this course, students should: LG1. Describe the evolution of the Marketing concept; LG2. Analyse the main market performance indicators; LG3. Identify methods for gathering information about the consumer; LG4. Develop a portfolio analysis with an external and internal vision of the organization; LG5. Develop a SWOT analysis; LG6. Identify target markets and define a positioning strategy; LG7. Identify marketing-mix politics.
<b>Syllabus</b>	P1. Evolution of the Marketing concept P2. Marketing Plan P2.1. Plan components and control P2.2. Organizational structure P3. Situational Analysis P3.1. Market P3.2. Consumer behaviour P3.3. Market intelligence P3.4. Competition analysis P3.5. Company analysis P3.6. Portfolio analysis P3.7. SWOT analysis P4. Segmentation and Targeting P5. Positioning P6. Marketing-mix P6.1. Product P6.2. Price P6.3. Placement P6.4. Promotion
<b>Assessment</b>	Periodic evaluation system includes: Participation in class (15%); Final Project: (35%); Final exam (50%). Minimum grade in any of the components: 8 values. This system requires a rate of attendance to classes of at least 80% (less than 80% the student will be excluded from this evaluation scheme). Students that fail in the regular grading system have two additional moments to pass, each worth 100% of the final grade. The students with a final grade above 16 may have an additional examination.
<b>Teaching methodology</b>	Student should acquire analytical, information gathering, written and oral communication skills and the following learning methodologies (LM) will be used: 1. Expository, to the presentation of the theoretical reference frames 2. Participative, with analysis and resolution of business cases. 3. Active, with the realization of company projects. 4. Self-study, related with autonomous work by the student. The work groups for project preparation must include 3 to 5 students.

<b>Demonstration of the syllabus coherence with the curricular unit's objectives</b>	<p>This "demonstration of consistency" stems from the interconnection of the syllabus with learning goals (LG) and is explained as follows:</p> <p>LG1 - P1          LG2 - P2, P3          LG3 - P3          LG4 - P3.6.          LG5 - P3.7.          LG6 - P4, P5          LG7 - P6</p>
<b>Demonstration of the coherence between the teaching methodologies and the learning outcomes</b>	<p>The methodology will help the development of critical competencies and will also allow an enrichment of the class with the specific contributions of each student.</p> <p>The analysis of case studies and the development of group work will allow the integration between the theoretical concepts and its practical application.</p> <p>The final examination, will examine whether each student has absorbed and knows how to apply in other contexts all the concepts presented throughout the UC.</p> <p>Learning-Teaching Methodologies (LTM) vs Learning Goal (LG):</p> <ol style="list-style-type: none"> <li>1. Expository, to the presentation of the theoretical reference frames ? LG1 to LG7;</li> <li>2. Participative, with analysis and resolution of application exercises ? LG1 to LG7;</li> <li>3. Participative, with analysis and discussion of case studies and of support and reading texts ? LG1 to LG7;</li> <li>4. Active, with the realization of individual and group works ? LG1 to LG7;</li> <li>5. Self-study, related with autonomous work by the student, as is contemplated in the Class Planning ? LG1 to LG7</li> </ol>
<b>Main Bibliography</b>	<p>Cada docente responsável pelas aulas práticas irá disponibilizar uma hora semanal para atendimento aos alunos.</p> <p>Os alunos abrangidos pelo 'Regulamento Interno para Estudantes com Estatutos Especiais' deverão contactar o docente da UC, ou o Coordenador da mesma, na primeira semana de aulas de cada semestre, com vista ao enquadramento dos processos de aprendizagem e avaliação na UC.</p>
<b>Complementary Bibliography</b>	<p>Each teacher responsible for practical classes will provide one hour a week to serve the students.</p> <p>Students under the "Internal regulation for Students with Special Statutes" should contact the Curricular Unit professor or coordinator during the first week of classes of each semester to allow for framing of learning processes and evaluation of the curricular unit.</p>