

FUC - Ficha de Unidade Curricular

Curricular Unit's File

Code	L5024
Name (PT)	Marketing Operacional
Name (EN)	Operational Marketing
Regime	Semestral
Level	1.º Ciclo
Teaching language	Português , Inglês
School	Escola de Gestão (EG)
Departament	DMOG
Scientific area	Marketing (Mkt)
Responsible academic staff	Susana Maria dos Santos Henriques Marques
Pre-requisites	Doesn't exist
Objectives	<p>At the end of this curricular unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Decide about marketing mix actions that are coherent with a pre-defined strategy; 2. Understand the role of the different marketing mix elements in achieving marketing objectives; 3. Identify and develop solutions for marketing problems related with product, price, distribution and communication; 4. Use creativity as a complement to the conceptual and operational domains, in order to build competitive advantage.
Learning outcomes	<p>At the end of this curricular unit, students should be able to:</p> <ol style="list-style-type: none"> 1. Identify and characterize the main key concepts and theories of product-mix; 2. Identify and characterize the main key concepts and theories of distribution; 3. Identify and characterize the main key concepts and theories of pricing; 4. Identify and characterize the main key concepts and theories of promotion; 5. Demonstrate how to apply key tools of Marketing Mix in practical situations.
Syllabus	<ol style="list-style-type: none"> 0. The articulation between strategic and operational planning. <ol style="list-style-type: none"> 1. Setting Product Strategy (good, service or idea) <ul style="list-style-type: none"> - Brand equity. - The product-mix for goods Vs services. - New product development. - Product line management. 2. Marketing Channels <ul style="list-style-type: none"> - Relationships and Types of intermediaries. - Functions of distribution. - Channels of distribution: importance, composition and characteristics. - Distribution of Producer and Retailer. - Merchandising. 3. Developing Pricing strategies and programs <ul style="list-style-type: none"> - Determining factors: internal and external. - Price strategies. - Price criteria. - Target market reaction to price change. 4. Designing and Managing Integrated Marketing Communications <ul style="list-style-type: none"> - The influence of the consumer buying decision process on marketing communications. - The communications mix: <ul style="list-style-type: none"> Advertising Sales Promotion Public Relations Sales Force Direct Marketing The influence of relationship marketing on the communications mix. Promotion and Advertising Plans

Assessment	<p>The evaluation system includes:</p> <p>Written Test 50% (minimum grade 8) Group Works 40%(minimum grade 10) Individual Evaluation 10% (minimum grade 10)</p> <p>The student must ensure class attendance of at least 80%; without which it will fail to get approval, although it can be approved in this curricular unit in the final exam ("exame de 2ª época").</p> <p>The students with a final grade above 16 may have an additional examination; not attending or having a poor performance will produce a final grade of 16.</p>
Teaching methodology	<p>During the learning-teaching term each student should acquire analytical, information gathering, written and oral communication skills, according with the established learning outcomes for this unit.</p> <p>To contribute to the acquisition of these skills will be used the following learning methodologies (LM):</p> <ol style="list-style-type: none"> 1.Expositional 2.Participative 3. Active 4.Self-study
Demonstration of the syllabus coherence with the curricular unit's objectives	<p>This "demonstration of consistency"stems from the interconnection of the syllabus with learning goals (LG) and is explained as follows:</p> <p>OA1 - Setting Product Strategy OA2 - Marketing Channels OA3 - Developing Pricing strategies and programs OA4 - Designing and Managing Integrated Marketing Communications OA5 - All</p>
Demonstration of the coherence between the teaching methodologies and the learning outcomes	<p>The learning-teaching methodologies are aimed at the development of the students' main learning competences that allow to fulfill each of the learning goals, therefore, in the grid below, it is presented the main interlinks between the learning-teaching methodologies and the respective goals.</p> <p>Learning-Teaching Methodologies(LTM)/Learning Goal(LG)</p> <ol style="list-style-type: none"> 1.Expositional, to the presentation of the theoretical reference frames / LG1, LG2, LG3 and LG4 2.Participative, with analysis and resolution of application exercises / LG1, LG2, LG3 and LG4 3.Participative, with analysis and discussion of case studies, and of support and reading texts / LG1, LG2, LG3 and LG4 4.Active, with the realization of individual and group works / LG1, LG2, LG3, LG4 and LG5 5.Self-study, related with autonomous work by the student, as is contemplated in the Class Planning / Transversal to all the LGs.
Main Bibliography	<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>
Complementary Bibliography	<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>