

OPERATIONAL MARKETING

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| Degree(s) | : Management |
| Type | : Compulsory course unit |
| Curricular year/semester | : 2nd year / 1st Semester |
| ECTS / hours per week | : 6 ECTS / 4.0 Hours |
| Workload per week | : 2Theoretical / Practical X 2 Hours |
| Teacher responsible | : Professor Maria Margarida de Melo Coelho Duarte |

OBJECTIVES

- To develop the student's understanding of basic concepts and terminology of marketing.
- To offer insights concerning what marketing managers do, with a focus on the functional components of marketing (i.e., product, pricing, promotion/communication and channel decisions).

PROGRAM

Marketing: Importance and Scope

- Fundamental Marketing Concepts;
- Company Orientations toward the Marketplace;
- Marketing-Mix.

Marketing Information

- Marketing Information System;
- Organization Marketing Environment.

Marketing-Mix

- Product and Services Decisions;
- Design of the product strategy;
- Development of branding;
- Pricing Strategies;
- Distribution Channels;
- Communication.

BIBLIOGRAPHY

Recommended Bibliography:

- Kotler, P. & Armstrong, G., Principles of Marketing, Global Edition, 15th ed. New Jersey: Prentice-Hall, [ISBN-13: 978-0-273-78699-3]; [ISBN-10: 0-273-78699-7], 2014