

STRATEGIC MARKETING

Degree(s)	: Management
Type	: Compulsory course unit
Curricular year/semester	: 2nd year / 2nd Semester
ECTS / hours per week	: 6 ECTS / 4.0 Hours
Workload per week	: 2 Theoretical / Practical x 2 Hours
Teacher responsible	: Professor Vítor Fernando da Conceição Gonçalves

OBJECTIVES

The course aims to provide a broad perspective of marketing management. The specific course objectives are:

- To develop decision-making skills in various areas of marketing management.
- To provide knowledge about the scope and content of the activities developed by marketing managers.
- To provide knowledge needed to formulate marketing strategies.

PROGRAM

1. Company Strategy and Building Customer Relationships

- 1.1 Strategic planning vs. marketing planning
- 1.2 Marketing strategy
- 1.3 Marketing plan

2. Market Analysis

- 2.1 Consumer markets
- 2.2. Business markets
- 2.3. Analysis of competition and competitive strategies

3. Marketing Strategy

- 3.1 Identification of market segments and targets selection
- 3.2 Marketing strategy to differentiate and position the offer
- 3.3 Marketing strategy for new products development
- 3.4 Marketing strategy and the product life-cycle
- 3.5 Internationalization and the global market
- 3.6 Sustainable marketing: Social responsibility and ethics

BIBLIOGRAPHY

Recommended Bibliography:

- KOTLER, Philip e Armstrong, G. (2014), Principles of Marketing, 15th Edition, Pearson.
- ARMSTRONG, G. e KOTLER, Philip (2009), Marketing: An Introduction, 12th Edition, Prentice-Hall.
- SOLOMON, M. (2013), Consumer Behavior, 10th Edition, Pearson Higher Education.
- MALHOTRA, Naresh (2015), Essentials of Marketing Research, A Hands-On Orientation, 1th Edition, Prentice Hall.
- PEPERS, D., ROGERS, M. (2005), Return on Customer Creating Maximum Value for Your Scarcest Resource, Cyan Books.
- WOOD, Marian Burk (2014), The Marketing Plan Handbook, 5th Edition, Pearson New International Edition.