

Marketing I

Objectives:

After completing this class, the competences acquired by the students of Marketing I are:

1. define marketing and outline the steps in the marketing process;
2. explain companywide strategic planning and its four steps;
3. describe the environmental forces that affect's the company's ability to serve its customers;
4. explain the importance of information yo the company and its understanding of the marketplace;
5. define the consumer market and construct a simple model of consumer buyer behaviour;
6. define the business market and explain how business markets differ from consumer markets;
7. define the three steps of target marketing - market segmentation, target marketing and market positioning;
8. define product and the major classifications of products and services;
9. explain how companies find and deploy new product ideas.

Contents:

1. What is Marketing?

- 1.1 Marketplace and Consumer needs
- 1.2 Designing a customer-driven Marketing Strategy
- 1.3 Preparing a Marketing Plan
- 1.4 Capturing Value from Customers

2. Company and Marketing Strategy

- 2.1 Planning Marketing
- 2.2 Marketing Strategy and the Marketing Mix

2.3 Managing the Marketing Effort

3. The Marketing Environment

3.1 The Company's Microenvironment

3.2 The Company's Macroenvironment

3.3 Responding to the Marketing Environment

4. Managing Marketing Information

4.1 Assessing Marketing Information Needs

4.2 Marketing Research

4.3 Analyzing Marketing Information

5. Consumer Buyer Behaviour

5.1 Model of Consumer Behaviour

5.2 Types of Buyer Decision Behaviour

5.3 The Buyer Decision Process

6. Business Markets

6.1 Business Buyer Behaviours

6.2 Institutional and Government Markets

7. Segmentation, Targeting and Positioning

7.1 Market Segmentation

7.2 Target Marketing

7.3 Positioning for Competitive Advantage

8. Products, Services and Branding Strategy

8.1 What is a Product?

8.2 Product and Services Decisions

8.3 Branding Strategy

9. New-Product Development

9.1 New-Product Development Strategy

9.2 Product Life-Cycle Strategies

Methods:

Each unit in this class has three main parts:

To Hear:

This part of the lesson gives the students a chance to hear about concepts and

ideas related to marketing management. This will be done in both large and small group instruction as well as one on one.

To See :

Each lesson is posted at PAOL on the Internet for students to access and work at their own speed.

To Try:

A large portion of the class will be students analysing and solving case studies.

Assessment:

Performance it is measured continuously as a combination of three issues:

- A Test that it is 60% of the total grade.
- A project that it is 25% of the total grade.
- Participation in the class that it is 15% of the total grade.

References:

Kotler P., Armstrong G. - Principles of Marketing - 11th Edition, Prentice Hall, New Jersey 2006

Malcolm McDonald - Marketing Plans: How to Prepare Them, How to Use Them - 6th Edition , Elsevier, Oxford 2007

Malcolm McDonald - Market Segmentation, How to do it, How to profit from it, Elsevier, Oxford 2004

Paul Trott - Innovation Management and New Product Development -3th Edition , Prentice Hall, New York 2005

Recommended book Kotler P., Armstrong G. - Principles of Marketing - 11th Edition, Prentice Hall, New Jersey 2006

Websites to visit:

<http://iscap.ipp.pt>

<http://paol.iscap.ipp.pt>

<http://www.prenhall.com/onekey>

Notes:

Marketing I it is a class for students of the first year of the Marketing Course
at
ISCAP.