

# ECTS - Instituto Superior de Contabilidade e Administração do Porto

**Degree: Marketing**

**Course: Marketing I**

**Academic Year: 2014/2015**

**Academic year: 1**

**Term: Winter Semester**

**Attendance: Mandatory**

**Course Responsible Teacher: Doutora Ana Torres**

**Number of Credits (ECTS): 5.0**

Theoretical/Practical Work (hours): 3.0 h

## **Objectives:**

The overall objective of Marketing I is to give to the students the knowledge and mastery of the basic and general Marketing's concepts.

Generics keys skills:

- # ability to learn and synthesize diverse points of view;
- # search, interpret and integrate different knowledge;
- # develop and apply creative solutions (to the new situations) and
- # work individually and communicate the knowledge.

Specifics keys skills:

- # to know and recognize the marketing concept as a management philosophy;
- # develop a marketing attitude's;
- # interpret business issues in a business context;
- # characterize the consumer behavior, and
- # discuss different options in the segmentation, target market and product positioning.

## **Syllabus:**

Part 1: Introduction: defining Marketing and the Marketing Process

1. Marketing: Creating and Capturing Customer Value
2. Company and Marketing Strategy: Partnering to Build Customer Relationships

Part 2: Understanding the Marketplace and Consumers

1. Analyzing the Marketing Environment
2. Managing Marketing Information
3. Markets and Consumer Buyer Behavior

Part 3: Designing a Customer-Driven Strategy

1. Segmentation, targeting and positioning

## **Objectives:**

Expository classes to transmit the basic concepts related with the different subjects.

Using case study methodology related with the organizational contexts.

Group presentation and discussion.

## **Assessment Methods:**

Continuous assessment or final exam.

## **References:**

- # Dibb S., Simkin, L., Pride, W. e Ferrell, O. (2006), Marketing, concepts and strategies, Houghton Mifflin, Boston, MA., European Edition
- # Kotler, P. & Armstrong, G. (2011); Principles of Marketing; Prentice Hall, 14th Ed
- # Kotler, P & Keller, K. (2011), Marketing Management, Prentice Hall, 14th Ed
- # Lindon, D. et al. (2004), Mercator XXI # Teoria e prática do Marketing, Publicações Dom Quixote

**Doutora Ana Torres**

S. Mamede Infesta, 23 de Setembro de 2013