

# ECTS - Instituto Superior de Contabilidade e Administração do Porto

## Degree: Marketing (evening Courses)

### Course: Marketing II

Academic Year: 2014/2015

Academic year: 1

Term: Summer Semester

Attendance: Mandatory

Course Responsible Teacher: Mestre José Santos

Number of Credits (ECTS): 5.0

Theoretical/Practical Work (hours): 3.0 h

#### Objectives:

This course wants to develop the following skills:

Generic Skills

Ability to understand and apply marketing knowledge;

Ability to search, interpret and integrate different sources of information#s;

Ability to develop and implement creative solutions; and

Ability to work autonomously or in group, with initiative spirit and communicative effectiveness.

Specific Skills:

Understand, evaluate and propose product solutions;

Understand, evaluate and propose price solutions;

Understand, evaluate and propose place solutions;

Understand, evaluate and propose promotion solutions;

Articulate the different variables of the marketing mix, according to the objectives and marketing strategy; and

Propose an appropriate marketing plan, in accordance with the aims of the company.

#### Syllabus:

Part I - The marketing options related to the marketing mix and brand

1-The product

1.1-The product concept

1.2-The specificities of services

1.3-Decisions at the level of the product

1.4-The development of new products

1.5-The product life cycle

2.7-Product portfolio analysis

2-The Price

2.1-Objectives of pricing

2.2-Pricing strategies

2.3-Ways to adjust the base price

2.4-How to set the price for a product

3-The communication integrated marketing

3.1-Advertising

3.2-Public relations

3.3-The sales force

3.4-Sale promotions

3.5-The direct marketing

3.6-The digital marketing

4-The Distribution

4.1-The circuits and distribution channels

4.2-Functions of distribution channels

4.3-The definition, selection and management of distribution channels

4.4-The retail mix

Part II -.The marketing plan

#### Objectives:

The theoretical explanation intended for the understanding of basic and general concepts. Use of examples and the method of cases relating to business situations that fit in different parts of the program and to allow the analysis and debate.

#### Assessment Methods:

Continuous assessment or final evaluation.

#### References:

Kotler, P., & Armstrong, G. (2013). Principles of Marketing, (15th ed.) Prentice Hall.

Kotler, P., & Keller, K. (2011). Marketing Management (14th ed.). Prentice Hall.

S. Mamede Infesta, 20 de Março de 2015