

## Polytechnic Institute of Viseu

### School of Technology and Management of Viseu

Course title	Marketing		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>The student should understand that:</p> <ul style="list-style-type: none"> <li>• the concepts and practices of marketing have changed over time;</li> <li>• the role of marketing in business organizations has also evolved over time and is continuing to change;</li> <li>• marketing should be viewed as an organization-wide activity;</li> <li>• strategic marketing planning is an essential component of effective marketing management.</li> </ul>		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> <li>1) Marketing concept</li> <li>2) Evolution of marketing thought and practice</li> <li>3) Marketing Analysis               <ol style="list-style-type: none"> <li>3.1) The marketing environment</li> <li>3.2) Understanding consumer behaviour</li> </ol> </li> <li>4) The strategic marketing</li> <li>5) Market segmentation and positioning</li> <li>6) Marketing Mix Decisions</li> <li>7) The Strategic Marketing Planning Process</li> <li>8) Relationship marketing</li> <li>9) International marketing</li> </ol>		
Assessment methods	<p>Group coursework – 50%</p> <p>Written test – 50%</p>		
Recommended readings	<p>Boyer, Luc; Burgaud, Didier (2000), Le Marketing Avancé: du One To One au E-Business, Editions D' Organisation.</p> <p>Gordon, Ian H. (1998), Relationship Marketing, John Wiley &amp; Sons Canada, Ltd., 1ª Edition.</p> <p>Kotler, P. (2006), Marketing Management, Analysis, Planning, Implementation and Control, 12ª Edição, Prentice – Hall International Editions.</p> <p>Peppers, Don; Rogers, Martha (1997), Enterprise one to one. Tools for competing in the interactive age, Currency Doubleday, Sydney Auckland.</p> <p>Peppers, Don; Rogers, Martha (1999), The One to One Manager, Currency Doubleday, Sydney Auckland.</p>		
Additional information			