6.2.1.1. Curricular unit:
Marketing

6.2.1.2. Lecturer
Cristina Isabel Galamba de Oliveira da Costa Marreiros

6.2.1.3. Other academic staff:
Maria Raquel Ventura-Lucas

6.2.1.4. Learning outcomes of the curricular unit:
By the end of the module students should:
- Be familiar with the core concepts and techniques in marketing;
- Be able to understand and analyse consumption and buying behaviour in the markets;
- Be able to analyse tourism marketing strategies;
- Understand the connection between the issues studied in the module
Transferable Skills
By the end of this module students should have developed the following core skills:
- Written communication;
- Interpersonal communication;
- Oral presentation;
- Teamwork;
- Planning and organizing.

6.2.1.5. Syllabus:
1 - Introduction
1.1. the evolution of the marketing concept
1.2. the role of marketing in organisations strategic planning
2 - Marketing Strategy
2.1. Strategic Planning Stages
2.2. Internal and External Analysis
2.3. Environment, Market and Competition analysis
2.4 SWOT Analysis
3 - Consumer Behaviour
3.1. The buying decision process
3.2. Influences to buying decision process
4 - Segmentation, positioning and brands
4.1. Segmentation process and strategies
4.2. Positioning the offer
4.3. Defining the competition
4.3. Branding
5 - Product
5.1. Product Mix management
5.2. Innovation
6 - Price
6.1. Price determination
6.2. Price Strategies
7 - Place
7.1. Distribution channels
7.2. Distribution circuits definition
8 - Communication
8.1. Communication mix
8.2. Advertising
8.3. Public relations, sponsorship and patronage
8.4. New tools for marketing communication

6.2.1.9. Bibliography: