

Course unit title: INTRODUCTION TO MARKETING**Course unit code: 1-1-02****Type of course unit:** compulsory**Level of course unit:** first cycle**Year of study:** 1st**Semester:** 1st**Number of ECTS credits allocated:** 6 ECTS**Name of lecturer:** Sandra Mieiro**Objectives**

The Introduction to Marketing discipline (included in the Marketing Scientific Area) of the Business Communication course intends to offer students a panoramic view of Marketing, opening up horizons towards a better understanding of other disciplines that will use many of the concepts referred here for the first time. In this sense, the intention is to offer students theoretic and practical tools that will allow them to understand the main Marketing concepts and to become familiar with the multiple challenges, problems and questions that frequently arise in this area.

Learning outcomes of the course unit

- Obtain a broader view on Marketing evolution throughout the times, its various development stages until it reached a relevant position in companies;
- Understand the different Marketing application areas, apart from the large consumption, industrial and services areas, where it traditionally has a strong presence;
- Analyze and identify a Market by its dimension, structure and characteristics;
- Identify the main Market intervenient actors, giving special relevance to its purchase decision process;
- Understand the evolution factors of each Market;
- Identify the main methods and techniques of the descriptive study of consumer behaviours, attitudes and choice processes;
- Understand the behaviour of company target groups, based on different behaviour theories and models;
- Relate the different policies that comprise the Marketing-Mix and define them in view of a defined Marketing strategy.

Mode of delivery: face-to-face**Prerequisites and co-requisites:** none**Recommended optional programme components:** none**Course contents**

New paradigms of marketing; Determinant factors: from massive marketing to one-to-one marketing: a) new consumers; b) new business models; technological evolution; Marketing: basic concepts: a) clients quota versus market quota; b) loyalty benefits; c) client satisfaction: impact and measurement; IDIC methodology a) panoramic vision; b) success critical factors; implementation errors and unsuccessful reasons; step by step implementation;

The Information technologies rule: from operational systems to Data warehouses: Decision Support Systems: Data Mart, Data Quality, OLAP, EIS; Database exploration; Data Mining; Privacy management.

Recommended Reading

- DIONÍSIO, P; LENDREVIE, J; LINDON, D; RODRIGUES, V (2004) – “Mercator XXI – teoria e prática do Marketing”, Dom Quixote;
- KOTLER, P (2000) – “Marketing Management – The Millennium Edition”, Prentice-Hall;
- Brassington, F; Pettitt, S (2005) – “Essentials of Marketing”, Pearson Education Limited;
- AAKER, David A (1996) – “Building Strong Brands”, The Free Press;
- BOVÉE, Courtland; THILL, John (1992) – “Marketing”, McGraw-Hill;
- PIRES, Aníbal (1991) – “Marketing – Conceitos, Técnicas e Problemas de Gestão”, Ed. Verbo.
- NORDSTRÖM, K; RIDDERSTRALE, J (2002) – “Funky Business”, Prentice-Hall;

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese