

## **STRATEGIC MARKETING**

Degree(s)	: Management
Type	: Compulsory course unit
Curricular year/semester	: 2nd year / 2nd Semester
ECTS / hours per week	: 6 ECTS / 4.0 Hours
Workload per Week	: 2Theoretical/Practical x 2 Hours
Teacher responsible	: Professor Vítor Fernando da Conceição Gonçalves

### **OBJECTIVES**

- To understand the importance of strategic marketing in organizations.
- To develop analytical skills in marketing opportunities.
- To develop skills on decision-making concerning several marketing management areas.
- To provide knowledge about the scope and content of activities developed by marketing managers.
- To provide the required knowledge for the elaboration of marketing strategies.

### **PROGRAM**

- Value and Strategy (marketing and construction of the value; marketing plan Vs strategic plan; marketing plan);
- Market Analysis (consumers; the organizational market; industry and competition analysis; market segments identification and of targets selection);
- The Marketing Strategy (marketing strategy to differentiate and to locate offers; marketing mix strategy during the cycle of life of the product; internationalization process and offers in the global market)
- The E- Commerce (implications of e-business in marketing);

- Management of the Marketing Organization (trends of marketing practice; social responsibility in the marketing function).

## **BIBLIOGRAPHY**

### **Recommended Bibliography:**

- KOTLER, Philip e Armstrong, G. (2014), *Principles of Marketing*, 15th Edition, Pearson.

### **Optional Bibliography:**

- ARMSTRONG, G. e KOTLER, Philip (2009), *Marketing: An Introduction*, 12th Edition, Prentice-Hall.
- SOLOMON, M. (2013), *Consumer Behavior*, 10th Edition, Pearson Higher Education.
- MALHOTRA, Naresh (2015), *Essentials of Marketing Research, A Hands-On Orientation*, 1th Edition, Prentice Hall.
- PEPERS, D., ROGERS, M. (2005), *Return on Customer Creating Maximum Value for Your Scarcest Resource*, Cyan Books.
- WOOD, Marian Burk (2014), *The Marketing Plan Handbook*, 5th Edition, Pearson New International Edition.