



Marketing¹

Academic Year: 2019/2020

Semester: 1st

Instructor(s): Wilson Bastos, Ph.D.

Classroom: TBD

Class Time: TBD

Course Description:

This course is intended to provide a general introduction to the principles and applications of marketing. The foundation gained through this course should provide you with a general framework and perspective about marketing which can be applied in non-marketing academic pursuits or career paths.

Our challenge is to link concepts in order to develop a clear perspective of applied marketing management practices from both the marketer and end user's perspectives. Finally, we will explore the technologies that are revolutionizing the ways that companies bring value to their customers.

Course Content:

The following topics and related ones will be covered in detail. Real-world examples will be an integral part of the discussion.

- Introduction to Marketing, Marketing Planning, and the Consumer (e.g., creating business partnerships, creating marketing strategy, generating customer value)
- Understanding Consumers and the Marketplace (e.g., understanding brands and branding, evaluating the marketing environment, managing information and gaining customer insights, comprehending consumer behaviour and knowing how to use that knowledge)
- Designing a Customer-Driven Marketing Strategy (e.g., pricing, marketing channels, retailing and wholesaling, communications)
- Extending Marketing (e.g., going global, being socially and environmentally responsible)

¹ This version of the syllabus may be updated. Updated versions will be uploaded to Moodle.



Course Objectives:

A main objective of this course is to **introduce** students to the field of marketing. In the process, they will gain a solid understanding of marketing concepts and strategies. They will learn how to use marketing for the good of both the firm and society as a whole. Because marketing is by nature a ‘people’s field’ this class involves much participation and discussions. At the end of the semester, students will possess an improved understanding of marketing, which should equip them to make objective decisions in the area of marketing.

Grading:

- (1) Marketing Plan (40%)
- (2) Exam (40%)
- (4) TA Practice Sessions (20%)

(1) Marketing Plan

The task consists of developing a feasibility study of the launch of a new offering (i.e., one that **does not yet exist**) in the Portuguese market and a brief proposal of a plan of commercial action. The plan must not involve an offering that you have worked on in previous classes. You should make sure that the project reveals new and original strategic thinking developed by the group during the semester in the scope of this subject. The plan will include a market research. You will then use the outcomes of that market research to support your recommendations in the final report.

Formatting: The final report will have a maximum of 25 pages, including all parts of the document: Title page including the names of group members, Table of Contents, Text, and Reference List. Any tables or figures can be submitted as appendix. The appendix does not count towards the 25-page limit.

The report should be edited in the following manner: double-spaced, Times New Roman, 12 point font, 1” on all sides, left justified. Follow the APA style for editing the text and references (you can find information on this online).

The marketing plan should include the following components:

1) Executive Summary (1 page)

[Since the project will evolve throughout the semester, the final version of your Executive Summary can (and will likely be) different from the version you turned in earlier in the semester. So, it is OK to make changes to the original Executive Summary]



2) Introduction (about 1 to 1-1/2 pages)

[In this part, you are expected to succinctly present the offering, explain which needs/wants this offering will meet and why existing offerings have not been able to meet it, and provide a brief overview of the rest of the report]

3) SWOT Analysis (about 1 page)

[This can be presented as a graph]

4) Customer Analysis and Research Methodology

[Here you will present the two market segments you considered, explain how they meet the criteria to be considered market segments, and explain how you studied them—e.g., the methods of data collection, the recruitment process, your selection of the sample]

Observation: **Explaining why you did things the way you did** shows thoughtfulness and gains you points.

5) Marketing Strategy

[This part lays out the strategy you recommend based on the findings from your research]

- a. Segmentation and Targeting – Which segment should be targeted, and **why**—i.e., what in your data support your recommendation (WYDSYR)?
- b. Positioning Strategy – What strategy(ies) do you recommend, and **why** (WYDSYR)?

6) Marketing Mix – Objectives and Actions for Each Element of the Marketing Mix

- a. Product, Service, Brand (WYDSYR?)
- b. Pricing (WYDSYR?)
- c. Distribution Strategy (WYDSYR?)
- d. Communication Strategy (WYDSYR?)

7) Conclusion and Limitations (about 1 page)

[Briefly summarize your findings and recommendations. Last, explain the most important limitations of your report—e.g., knowing what you know now, what would you have done differently in this project? What weaknesses should the reader know about your report that are not apparent at first look? The more honest and open you are about these limitations, the stronger your report will be]

Your evaluation on this task will be based on 1) the final report 2) the presentation, and 3) the peer evaluation provided by all members of the group. The grade for this assignment will be awarded when all these materials are finally turned in at the end of the semester.



Some characteristics of a strong report:

- Thoughtfulness: careful reasoned thinking.
- Strong effort and rigor in data collection, analysis, and interpretation.
- The recommendations are fully and solely based on your data, and the link between data and recommendation is presented clearly.
- Very frequent use of class material. This is how you convince me that you can put the class material to use in the real world.
- Different group members read the full document and edit it before turning it in. This helps the final document sound coherent.
- The final report is written concisely and non-repetitively, and 100% free of typos and errors of any nature (e.g., wrong or superficial data collection, data analysis, interpretation, reasoning, class concepts).

IMPORTANT: Check assignment due dates as late assignments will not be accepted. All assignments are due **before** that day's class via Turnitin.

(2) Exam

An exam will be given at a scheduled time and will test your knowledge of materials from readings, class discussions, video and audio materials, your peers' comments, assignments, etc. The exam will cover the entire course. The passing grade for the course on this exam is 10 points (0-20). This university's policy holds that, except for very extreme cases, no make-up exams are given. Exam questions will give you the opportunity to show your comprehension of concepts, real-world applications, strategizing, and solutions to firm issues.

Important Notes:

The Final Exam replaces the grade of the Exam (by showing up to the final exam you have already forfeited your exam grade. At that point you cannot leave the final exam).

(3) Practice Sessions

The sessions led by the TA instructors will be fully dedicated to the discussion of marketing case studies, solving practical exercises, and the preparation and presentation of the Marketing Plan. The cases will be posted on Moodle. It is necessary that students come well prepared to all sessions (i.e., they have read the case study and turned in any necessary work). All submissions must be made prior to the session on which it is due via www.turnitin.com



Code of conduct and ethics:

Católica Lisbon School of Business and Economics is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. A crucial element to achieve these goals is the creation and maintenance of an atmosphere contributing to learning and personal growth for everyone in the community. The success of CATÓLICA-LISBON in attaining its goals and in maintaining its reputation of academic excellence depends on the willingness of its members, both collectively and individually, to meet their responsibilities.

Along with all the other members of our community, students are expected to follow professional standards and CATÓLICA-LISBON standards of Academic Integrity. Some details should be mentioned here: Please arrive on time for class with uninterrupted attendance for the duration of the class. Signing attendance sheet for anyone else in the class constitutes fraud and a violation of the CLSBE code of conduct. Use of computers and other electronic devices during the class is not allowed, unless expressly requested by the instructor of the course. Students who persistently act in a disruptive and disrespectful manner during the class session may be invited to leave and this behavior will negatively affect her/his grade.

Students are expected to behave at all times according to the fundamental principles of academic integrity, including honesty, trust, fairness, respect, and responsibility. In particular,

- a) In **individual graded assignments** of any type, students may not collaborate with others or use any materials without explicit permission from the instructor of the course;
- b) In **group assignments and reports**, all students listed as authors should have performed a substantial amount of work for that assignment;
- c) It is dishonest to fabricate or falsify data in experiments, surveys, papers, reports or other circumstances; fabricate source material in a bibliography or “works cited” list; or provide false information in other documents in connection with academic efforts;
- d) **Plagiarizing**, i.e. “to steal and pass off the ideas or words of another as one’s own and or to use another’s production without crediting the source” (Merriam-Webster Dictionary) is an Academic Integrity breach. It can be avoided by using proper methods of documentation and acknowledgement. Visit this guide for additional resources on how to avoid plagiarism in your written submissions
<http://en.writecheck.com/plagiarism-guide>
- e) In **exams** students must not receive or provide any unauthorized assistance. During an examination, students may use only material and items authorized by the faculty. Use of smartwatches or other communication devices is not permitted during the exam.

Academic integrity breaches will be dealt with in accordance with the school’s code of Academic Integrity:

<https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf>



Bibliography:

The mandatory textbook is:

Armstrong, G., and Kotler, P.; *Marketing – An Introduction*; Pearson-Prentice Hall.

Optional Resources (especially useful for Marketing Plan project)

Journals

Harvard Business Review
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Journal of Retailing

Newspapers & Magazines

Brandweek	Fortune
Business Week	Newsweek
Economist	New York Times
Financial Times	Psychology Today
Forbes	Wall Street Journal

Biography:

Wilson Bastos is Assistant Professor of Marketing at Católica-Lisbon. He earned his Ph.D. in Marketing at the University of Arizona. His research focuses on happiness, consumer-to-consumer verbal sharing, material versus experiential purchases, and branding. Before earning his Ph.D., he received a BA and an MBA degree from the University of Texas at San Antonio and worked at firms in different industries in the United States (e.g., Monaco International Wood Sales, Black & Decker).

Contact(s) and Office hours:

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TENTATIVE SCHEDULE (TBD)