

OPERATIONAL MARKETING

Degree(s)	: Management
Type	: Compulsory course unit
Curricular year/semester	: 2nd year / 1st Semester
ECTS / hours per week	: 6 ECTS / 4.0 Hours
Workload per week	: 2 Theoretical / Practical x 2.0 Hours
Teacher responsible	: Professor Maria Margarida de Melo Coelho Duarte

OBJECTIVES

- To develop the student's understanding of basic concepts and terminology of marketing.
- To offer insights concerning what marketing managers do, with a focus on the functional components of marketing (i.e., product, pricing, promotion/communication and channel decisions).

PROGRAM

Marketing: Importance and Scope

- Fundamental Marketing Concepts;
- Company Orientations toward the Marketplace;
- Marketing-Mix.

Marketing Information

- Marketing Information System;
- Organization Marketing Environment.

Marketing-Mix

- Product and Services Decisions;
- Design of the product strategy;
- Development of branding;
- Pricing Strategies;
- Distribution Channels;
- Communication.

BIBLIOGRAPHY

Recommended Bibliography:

- Kotler, P. & Armstrong, G. (2014). *Principles of Marketing*, 15th ed. Essex, England: Prentice-Hall.