



Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Marketing		
Scientific area	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>The student should understand that:</p> <ul style="list-style-type: none"> • the concepts and practices of marketing have changed over time; • the role of marketing in business organizations has also evolved over time and is continuing to change; • marketing should be viewed as an organization-wide activity; • strategic marketing planning is an essential component of effective marketing management. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1) Marketing concept 2) Evolution of marketing thought and practice 3) Marketing Analysis <ol style="list-style-type: none"> 3.1) The marketing environment 3.2) Understanding consumer behaviour 4) The strategic marketing 5) Market segmentation and positioning 6) Marketing Mix Decisions 7) The Strategic Marketing Planning Process 8) Relationship marketing 9) International marketing 		
Assessment methods	<p>Group coursework – 50%</p> <p>Written test – 50%</p>		
Recommended readings	<p>Boyer, Luc; Burgaud, Didier (2000), <i>Le Marketing Avancé: du One To One au E-Business</i>, Editions D' Organisation.</p> <p>Gordon, Ian H. (1998), <i>Relationship Marketing</i>, John Wiley & Sons Canada, Ltd., 1ª Edition.</p> <p>Kotler, P. (2006), <i>Marketing Management, Analysis, Planning, Implementation and Control</i>, 12ª Edição, Prentice – Hall International Editions.</p> <p>Peppers, Don; Rogers, Martha (1997), <i>Enterprise one to one. Tools for competing in the interactive age</i>, Currency Doubleday, Sydney Auckland.</p> <p>Peppers, Don; Rogers, Martha (1999), <i>The One to One Manager</i>, Currency Doubleday, Sydney Auckland.</p>		
Additional information			