



FACULDADE DE DIREITO
Universidade de Lisboa

Curricular unit sheet

Course – Law and Management

Curricular unit

Marketing

Responsible Academic staff and respective workload in the curricular unit (enter full name)

Prof.^a Doutora Cristina Sales Baptista

Learning outcomes of the curricular unit

The general objective of the course is to provide deeper theoretical and practical knowledge of marketing from an operational perspective that allows Master students to develop a Marketing Plan within the framework of a scientific work.

To analyze the role of marketing within the firm and society;

To develop skills that enable students to examine how firms organize, implement and control marketing efforts;

To provide an extended knowledge of the management of each element of the marketing-mix variables: product, promotion, price, and distribution;

Identify the major operationalization mechanisms of marketing strategy and the integration of marketing variables.

Course Unit Content (main topics covered in the course)

Marketing Diagnosis: Understanding the marketplace and customer needs and wants

Selecting customers and deciding on a value proposition

Marketing plan and Management of the marketing-mix

Product, services, brand decisions

Pricing decisions

Communication decisions

Marketing channels decisions

Operational marketing in action – Marketing Plan

Main Bibliography

P. & Armstrong, G. (2018). *Principles of Marketing*, 17th ed. Essex, England: Prentice-Hall.

Wood, M. (2017). *Essential Guide to Marketing Planning* (4th ed). Harlow, United Kingdom: Pearson Education.

Scientific papers selected for analysis and enclosed within the development of the Marketing Plan. Kotler, P., &

Armstrong, G. (2020). *Principles of Marketing* (18th ed).

Harlow, England: Pearson Education.

Wood, M. (2017). *Essential Guide to Marketing*

Planning (4th ed). Harlow, United Kingdom: Pearson Education.