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**Ano Letivo** 2019-20

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**Unidade Curricular** MARKETING OPERACIONAL

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**Cursos** GESTÃO - Regime Noturno-Portimão (1.º ciclo)

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**Unidade Orgânica** Escola Superior de Gestão, Hotelaria e Turismo

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**Código da Unidade Curricular** 14211025

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**Área Científica** MARKETING E PUBLICIDADE

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**Sigla**

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**Línguas de Aprendizagem** Português-PT

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**Modalidade de ensino** Presencial

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**Docente Responsável** Maria Margarida Teixeira Custódio dos Santos

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DOCENTE	TIPO DE AULA	TURMAS	TOTAL HORAS DE CONTACTO (*)
Maria De Lurdes Correia Da Silva De Sousa	OT; TP	TP1; OT1	45TP; 4,5OT

\* Para turmas lecionadas conjuntamente, apenas é contabilizada a carga horária de uma delas.

ANO	PERÍODO DE FUNCIONAMENTO*	HORAS DE CONTACTO	HORAS TOTAIS DE TRABALHO	ECTS
3º	S2	45TP; 4,5OT	140	5

\* A-Anual;S-Semestral;Q-Quadrimestral;T-Trimestral

#### Precedências

Sem precedências

#### Conhecimentos Prévios recomendados

Não aplicável

#### Objetivos de aprendizagem (conhecimentos, aptidões e competências)

Objetivo geral: Promover a compreensão da relação entre o marketing estratégico e o operacional e capacitar com o conhecimento aprofundado dos instrumentos do marketing-mix.

Objetivos Específicos: Habilitar para a operacionalização de ações tendo em conta os dinamismos inerentes ao marketingmix e promover a compreensão da importância do controlo e avaliação de marketing.

Competências Genéricas:

Aplicar os fundamentos do marketing operacionalizando as variáveis do mix, em diferentes contextos.

Distinguir e estabelecer as prioridades ao nível do marketing-mix.

Compreender a importância do controlo de Marketing.

Competências Específicas:

Conhecer, distinguir e saber priorizar as principais decisões do marketing-mix quanto a produto, a preço, a comunicação, e a distribuição para concretizar uma estratégia de marketing.

Compreender o papel da Internet e dos media sociais no marketing.

Desenvolver o marketing-mix.

Preparar um plano de marketing.

#### Conteúdos programáticos

1. O Marketing-mix

1.1 Produto

1.2 Preço

1.3 Distribuição

1.4 Comunicação

2. O Marketing Digital

3. O Plano de Marketing. Etapas e Conteúdo.

#### Demonstração da coerência dos conteúdos programáticos com os objetivos de aprendizagem da unidade curricular

Em conformidade com a prática académica atual no domínio do Marketing, o programa consagra um enfoque substancial na apresentação e exploração dos principais instrumentos que constituem o marketing-mix com o intuito de proporcionar um conhecimento aprofundado dos mesmos. Por isso, exemplifica e explora como se aplicam os conceitos, e as implicações inerentes aos instrumentos no contexto mais lato da estratégia de marketing, visando familiarizar os estudantes com todo o processo de decisão ao nível do marketing operacional. Subsequentemente desenvolve nos estudantes a capacidade de elaborar e implementar as estratégias de marketing, definidas ao nível operacional, no ambiente empresarial em que os estudantes venham a estar inseridos.



**Academic Year** 2019-20

**Course unit** OPERATIONAL MARKETING

**Courses** MANAGEMENT - Post Laboral - Portimão

**Faculty / School** SCHOOL OF MANAGEMENT, HOSPITALITY AND TOURISM

**Main Scientific Area** MARKETING E PUBLICIDADE

**Acronym**

**Language of instruction** Portuguese-PT

**Teaching/Learning modality** Presential

**Coordinating teacher** Maria Margarida Teixeira Custódio dos Santos

Teaching staff	Type	Classes	Hours (*)
Maria De Lurdes Correia Da Silva De Sousa	OT; TP	TP1; OT1	45TP; 4,5OT

\* For classes taught jointly, it is only accounted the workload of one.

### Contact hours

T	TP	PL	TC	S	E	OT	O	Total
0	45	0	0	0	0	4,5	0	140

T - Theoretical; TP - Theoretical and practical ; PL - Practical and laboratorial; TC - Field Work; S - Seminar; E - Training; OT - Tutorial; O - Other

### Pre-requisites

no pre-requisites

### Prior knowledge and skills

Not applicable

### The students intended learning outcomes (knowledge, skills and competences)

Overall objective: To promote the understanding of the relationship between strategic marketing and operational and train with in-depth knowledge of the marketing mix instruments.

Specific Objectives: Enable for the operationalization of actions taking into account the dynamics inherent in the marketing mix and promote understanding of the importance of monitoring and marketing evaluation.

Generic skills:

Apply the fundamentals of marketing operationalizing the mix variables in different contexts.

Distinguish and prioritize the marketing mix level.

Understand the importance of marketing control.

Specific Skills:

Know, distinguish and know how to prioritize the most important decisions of the marketing mix as product, price, communication and distribution to achieve a marketing strategy.

Understand the role of the Internet and social media in marketing.

Develop the marketing mix.

Prepare a marketing plan.

### Syllabus

1. The MARKETING-MIX
  - 1.1 Product
  - 1.2 Price
  - 1.3 Place
  - 1.4 Promotion
2. DIGITAL MARKETING
3. THE MARKETING PLAN - STEPS AND CONTENT

### Demonstration of the syllabus coherence with the curricular unit's learning objectives

The syllabus has been developed according to the aims of the curricular unit, addressing the fundamental instruments of the marketing mix, in order to provide students with a comprehensive knowledge. Furthermore, the syllabus aims at applying the concepts and outline the implications of the instruments presented to management. It addresses a number of analysis techniques and methods in order to assist students in decision making in different scenarios and applying the different approaches to the specific business environments.

### Teaching methodologies (including evaluation)

The assessment of the curricular unit consists of a Continuous Assessment (CA) component (40%) + Exam (60%).

The CA component comprises:

Test: 60%;

Group assignment: 40% (must be presented by all members of the group).

Admission to the exam during the 'época normal' period: a final CA grade of  $\geq 6$  is needed.

Students with a final CA grade of  $\geq 12$  are exempt from the exam.

If favourable to the student, the exam mark from the 1st exam period calculated with the CA grade will be applied for admission to further exam periods during the same academic year.

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### Demonstration of the coherence between the teaching methodologies and the learning outcomes

The theoretical/practical teaching methodologies encompass classes of expository character complemented by the presentation of practical examples, the students' participation and resource to audiovisual means. The aim of this approach is to familiarise students with the theoretical and conceptual framework of the principal instruments of the marketing mix. In practical classes, case studies will be presented in order to stimulate the capacity to analyse information and to elaborate a critical reflection. The practical component is strengthened by a teamwork assignment, in which students have to apply the acquired knowledge: they have to develop a marketing plan or to participate in a marketing simulation.

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### Main Bibliography

- Iacobucci, D. (2018). Marketing Management, 5th Edition, South-Western, Mason - USA: Cengage Learning.
- Kotler, P. & Armstrong, G. (2018). Principles of Marketing (17<sup>a</sup> ed.). Harlow: Prentice Hall International.
- Kotler, P.T., Kartajaya, H. & Setiawan, I. (2017). Marketing 4.0, do tradicional ao digital. Rio de Janeiro: Sextante.
- Kotler, P. & Keller, K.L (2016). Marketing Management (15<sup>a</sup> ed.). Harlow: Prentice Hall International.
- Lamb, C., Hair, J., McDaniel, C. (2016). Marketing, Student Edition, South-Western, Mason - USA: Cengage Learning.
- Lindon, D., Lendrevie, J., Dionísio, P. & Rodrigues, J. (2015). Mercator da Língua Portuguesa - Teoria e prática do marketing (1.<sup>a</sup> ed.). Lisboa: Publicações Dom Quixote.
- Lindon, D., Lendrevie, J., Dionísio, P. & Rodrigues, J. (2018). Mercator 25 anos - O Marketing na Era Digital. Lisboa: Publicações Dom Quixote.
- Pinto e Castro, J. (2011). Marketing ombro a ombro, Lisboa: Texto Editores.