

Course Unit	Fundamentals of Marketing and International Marketing	Field of study	Management
Bachelor in	International Business Management	School	School of Technology and Management
Academic Year	2020/2021	Year of study	2
Type	Semestral	Semester	1
Level	1-2	ECTS credits	6.0
Code	8487-711-2105-00-20		
Workload (hours)	162	Contact hours	T - TP 50 PL - TC - S - E - OT 10 O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Alcina Maria Almeida Rodrigues Nunes, Joao Pedro Almendra Xavier Teixeira

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the role of marketing in the companies, the marketing system and the functional dimensions of marketing;
2. Develop analytical skills in marketing opportunities;
3. Structure development methodologies of strategic and operational international marketing plans;
4. Define management policies using concepts relating to international marketing-mix;
5. Develop understanding about what is involved in making international marketing decisions;
6. Understand the impact of new technologies in service distribution and in the increasing involvement of clients.

Prerequisites

Before the course unit the learner is expected to be able to:

1. Apply basic concepts of business management, statistics and economics;
2. Use computational tools and browsers.

Course contents

Fundamentals of Marketing. International Marketing.

Course contents (extended version)

1. Fundamentals of marketing
 - Defining marketing and the marketing process
 - Understanding the marketplace and clients
 - Segmentation, targeting, and positioning
 - Designing a customer-driven marketing strategy and marketing m
2. International marketing
 - The scope and challenge of international marketing
 - Markets and segmentation in an international context
 - International product and brand marketing
 - International pricing
 - International place or distribution
 - International promotion and sellings

Recommended reading

1. Cateora, P., Graham, J., Gilly, M.,C., & Money, R. B. (2019). International Marketing (18th Edition). McGraw-Hill Education.
2. Kotabe, M., & Helsen, K. (2020). Global Marketing Management (8th Edition). Wiley.
3. Kotler, P., & Armstrong, G. (2020). Principles of Marketing (18th Edition). Pearson.
4. Strauss, J., Frost, R., & Fox, A. (2018). E-Marketing: International Student Edition (8th Edition). Routledge.

Teaching and learning methods

Theoretical-practical classes with audiovisual resources. This course is based on "learning by doing", involving active participation of the student via interventions, individual and team work and problem solving. Real-life case studies are incorporated into lectures to provide opportunities for students to apply theory into practice in a real-life context.

Assessment methods

1. Option A - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 50%
 - Final Written Exam - 50%
2. Option B - (Student Worker) (Final, Supplementary)
 - Final Written Exam - 100%
3. Option C - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%

Language of instruction

English

Electronic validation

Alcina Maria Almeida Rodrigues Nunes	António Borges Fernandes	Alcina Maria Almeida Rodrigues Nunes	Paulo Alexandre Vara Alves
18-10-2020	10-11-2020	14-11-2020	23-11-2020