

MSc in Marketing

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Course	Branding
Class instructor	Rui Vinhas da Silva
Semester	1st
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Brands: Introduction History What they are used for Audiences Brand Idea Delivery Case-studies Orange and Powwow Mini-project</p> <p>Branding in the organization: Postures and implications</p> <p>Brand Basic Elements: Cases: Vivo, Sky, Egg, Oi Mini-Project Brand Architecture Mini-project</p> <p>Brand management: Human resources and consultants On-going Project-basis</p> <p>Stage 1 - Understanding Primary sources Secondary sources Stage 2 - Brand Idea Benefits, values, attitude Positioning maps Mini-project Stage 3 - Expression Naming Design Stage 4 - Applications Manuals Operations Mini-project Stage 5 - Implementation</p> <p>Brand Valuation</p>

	Projects
Grading	<p>Final grade may be obtained by 2 alternative routes:</p> <p>a) Semester Grade Test 40% (minimum grade = 8) Mini-projects and participation in class 20% (minimum grade = 10) Project 40% (minimum grade = 10)</p> <p>Final grade = Average grade: [0 - 9] - Exclusion [18 - 20] - Oral</p> <p>b) Final exam Final grade = Exam grade [0 - 9] - Exclusion [16 - 20] - Oral</p>
Main Text Books	Wolff Olins - The Design Council, "The New Guide to Identity", Gower

Course	Consumer Behaviour and Marketing Research
Class instructor	Paulo Rita
Semester	1st
Hours	30
ECTS Credit Units	6
Syllabus Content	<ol style="list-style-type: none"> 1. Consumers Rule 2. Perception 3. Learning and Memory 4. Motivation and Values 5. Personality and Lifestyles 6. Attitudes and Persuasion 7. Consumer Decision Making 8. Groups 9. Organizational and Household Decision Making 10. Global Consumer Culture
Grading	<ul style="list-style-type: none"> • Individual Written Exam (minimum grade 8) (50%) • Group Assignments / Case Studies / Exercises (minimum grade 10) (50%) <p>Individual Participation (minimum class attendance 80%)</p>
Main Text Books	Solomon, Michael (2011) Consumer Behavior (9/E). Pearson.

Course	Distribution Channels
Class instructor	Pedro Dionísio
Semester	2 nd
Hours	15
ECTS Credit Units	3
Syllabus Content	<p>1.Channels of Distribution</p> <ul style="list-style-type: none"> • Channels and channels flows • The Supply Chain • Retail Logistics • Manufacturing • Wholesaling • Retailing <p>2.The Process of Distribution</p> <ul style="list-style-type: none"> • Animation Channel • Channel conflicts <p>3.Types of Retailers</p> <ul style="list-style-type: none"> • Retailers Characteristics • Multichannel Retailing <p>5. Retail Locations</p> <ul style="list-style-type: none"> • Shopping Centers • Street Locations • Location and Retail Strategy <p>6. Planning Merchandise Assortments</p> <ul style="list-style-type: none"> • The Assortment Planning Process <p>7. Store Management</p> <ul style="list-style-type: none"> • Store Layout • Atmosphere • Managing The Store <p>8. Category Management and ECR</p> <p>8. Online Sales formats</p> <p>9 . New retail trends</p>
Grading	<p>The periodic evaluation system includes:</p> <ul style="list-style-type: none"> ▪ Participation in class (10%) ▪ Group Projects (40%) ▪ Final exam (50%) <p>This global grading system requires a rate of attendance to classes of 5</p>

	at least 80%.
Main Text Books	<ul style="list-style-type: none">• Berman and Evans, Retail Management: A Strategic Approach, 11th Edition, Prentice Hall, 2010.• Coughlan, Anderson STERN and EL-ANSARY, "Marketing Channels", 7th Edition, Prentice-Hall, New Jersey, 2006.• Levy and Weitz, Retailing Management, McGraw Hill International Edition, 2008.

Course	Innovation and Creativity in Marketing
Class instructor	João Faria Gomes
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Introduction and history</p> <p>Innovation What it is Why it is important Context Scope</p> <p>Types of Innovation Innovation Cycle Stages overview Stage 1: Innovation Strategy Co-ordination with Business Strategy Successes and failures Mini-project Alternative strategies Work Maps Mini-project</p> <p>Technology management New technologies and innovation</p> <p>Stage 2: Opportunity Sources Key factors</p> <p>Stage 3: Idea Creativity Formal and informal methodologies Workshop in class Ideas evaluation</p> <p>Stage 4: Development Scope Development techniques Case-study Build a Bear Workshop Innovation P&L: Value analysis Evaluation</p>

	<p>Stage 5: Tests Innovation Tests Communication tests Market tests</p> <p>Stage 6: Introduction Strategy and launch Planning and key factors Co-ordination Contingency plans</p> <p>Stage 7: Diffusion Context and methodologies Change Management</p> <p>Semester projects</p>
Grading	<p>Final grade may be obtained by 2 alternative routes:</p> <p>a) Semester Grade Test 40% (minimum grade = 8,5) Mini-projects and participation in class 20% (minimum grade = 10) Project 40% (minimum grade = 10)</p> <p>Final grade = Average grade: [0 to 9] - Exclusion</p> <p>This global grading system requires a rate of attendance to classes of at least 80%; Otherwise it will fail and to get approval in the unit it will apply to the 2nd chance final exam.</p> <p>b) Final exam Final grade = Exam grade [0 to 9] - Exclusion</p>
Main Text Books	<ul style="list-style-type: none"> • Paul Trott (2008), Innovation Management and New Product Development, 4TH ed. FT-Prentice Hall. • Freire, Adriano; Inovação Novos Produtos, Serviços e Negócios para Portugal; Editorial Verbo.

Course	Marketing Communications
Class instructor	Carmen Lages
Semester	2 nd
Hours	15
ECTS Credit Units	3
Syllabus Content	<p>Introduction to Marketing Communications: Understanding the Consumer Audience</p> <p>Marketing Communications Strategic Options</p> <p>Marketing Communications Tactic Options: the Communications Mix</p> <p>Advertising</p> <p>Public Relations</p> <p>Sales Promotions</p> <p>Sales Force</p> <p>Direct Marketing</p> <p>New Media</p> <p>Criteria for selecting communication instruments</p>
Grading	<p>Written Test: 50%</p> <p>Group work projects: 40%</p> <p>Individual Evaluation (Class Participation): 10%</p>
Main Text Books	Fill, Chris (2002) Marketing Communications: Contexts, Strategies and Applications. Essex, Prentice Hall.

Course	New Trends in Marketing
Class instructor	Luiz Moutinho
Semester	2 nd
Hours	15
ECTS Credit Units	3
Syllabus Content	<ul style="list-style-type: none"> • Trends relating to the environment of Marketing Social values that influence consumer behavior, systems Trends in marketing programming Critical assessment of trends in the politics of the product, branding and packaging • Critical aspects in the policy of price, communication integrated marketing, management, sales and distribution • Trends in strategic thinking of marketing New systems of marketing planning Strategies of added value in marketing plan • Analysis of emerging trends and new paradigms in the area of global marketing (eg: individualism overall) • Specific Discussions on areas of exploration of trends in other strategic issues (eg: management of marketing based processes, pure management concept and performics) • Discussions on other areas of operating trends in specific sectors of economic activity
Grading	The periodic evaluation system includes: Individual Project (100%)
Main Text Books	Class notes

Course	Project Evaluation
Class instructor	Helena Soares
Semester	1st
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>1. Financial investment decision</p> <p>1.1. The Project Evaluation Cycle 1.2. Project “Cash Flow” 1.3. Time Value of Money 1.4. Capital budgeting methodology 1.5. Inflation and project appraisal 1.6. Robustness Analysis of a project: Sensitivity Analysis.</p> <p>2. Financing decision.</p> <p>2.1. Interaction of investment and financing decisions. 2.2. APV 2.3. WACC</p>
Grading	<p>There are two evaluation periods, in this learning unit:</p> <p>(1) During the learning-teaching term: Preparation of a list of problems with 20% weight in the total assessment of the UC.</p> <p>(2) The final valuation will have a weight of 80%, and will be a written final exam.</p> <p>The students that, in this learning unit, have a final grade equal or above 16 points will have to do an oral examination, in order to defend the grade obtained.</p> <p>Students that have obtained a final classification above 8 points but lower than 10 points, will have to do an oral examination to try to reach a positive classification in the learning unit.</p>
Main Text Books	<ul style="list-style-type: none"> - Ross, S., Westerfield, R., Jaffe, J., “Corporate Finance”, Irwin, 7^a Ed.(2005) - Esperança, J. P. e Matias, F., “Finanças Empresariais”, Dom Quixote (2005) - Brealey, R. e Myers, S., “Princípios de Finanças Empresariais”, McGraw-Hill Portugal (2007) (Edição original “Principles of Corporate Finance”, 8^a Ed. (2006))

Course	Quantitative Methods for Marketing
Class instructor	Elizabeth Reis
Semester	1st
Hours	30
ECTS Credit Units	6
Syllabus Content	<ol style="list-style-type: none"> 1. Objectives of marketing research <ol style="list-style-type: none"> 1.1. Design of the research 2. Ethics in marketing research 3. Data collection processes <ol style="list-style-type: none"> 3.1. Qualitative 3.2. Quantitative 4. Sampling methods <ol style="list-style-type: none"> 4.1. Random 4.2. Non random 5. Sample dimension and estimate precision 6. Data collection instrument <ol style="list-style-type: none"> 6.1. Questionnaire design 7. Sampling and non sampling errors 8. Data preparation and analysis <ol style="list-style-type: none"> 8.1. Descriptive methods 8.2. Inferential methods 8.3. Segmentation and positioning methods 9. Writing a report. <ol style="list-style-type: none"> 9.1. Informing about the methodology and results validity 9.2. Presenting the results.
Grading	<p>The evaluation process includes:</p> <ul style="list-style-type: none"> -One written individual test, with 40% weight; -A group coursework with 50% weight, with oral discussion whenever the teacher finds it as necessary; -Class attendance and participation with 10% weight. <p>The evaluation requires that students attend at least 80% of classes. Approval will be obtained by the students that obtain a final average grade of 10, provided that they did not had a grade lower than 8 in any of the components.</p>
Main Text Books	<p>Hair, J., et al (2006), <i>Multivariate Data Analysis</i>, 6th edition, Pearson, Prentice-Hall.</p> <p>Maroco, J. (2006, 2ª ed.), <i>Análise Estatística com utilização do SPSS</i>, Edições Sílabo.</p> <p>Reis, E. (2001, 2ª ed.) <i>Estatística Multivariada Aplicada</i>, Edições Sílabo,</p> <p>Reis, E., P. Melo, R. Andrade & T. Calapez (1997, 2ª ed.) <i>Estatística Aplicada</i>, vol. 2, Edições Sílabo.</p> <p>Sharma, S. (1996) <i>Applied Multivariate Techniques</i>, John Wiley & Sons.</p>

	<p>Reis, Elizabeth (2010) Métodos Quantitativos para Marketing, Folhas de apoio às aulas de SPSS.</p> <p>Vicente, P.; Reis, E. & Ferrão, F. (2001, 2ª ed.) Sondagens. Edições Sílabo.</p>
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Course	Relationship Marketing
Class instructor	
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Marketing Management</p> <ul style="list-style-type: none"> • The new forms of Segmentation and Targeting • From 4 to 7 P's Marketing Mix • From Product and Services to Solutions • New Marketing Paradigm <p>One to One and Interactive Marketing</p> <ul style="list-style-type: none"> • Principles and Architecture of CRM • Life Time Value • The IDIC process • Complaint Management • B2B and B2C
Grading	<p>The evaluation system includes:</p> <ul style="list-style-type: none"> - Group Essays (50%) - Participation in class (15%); - Exam (35%).
Main Text Books	Class notes

Course	Research Seminar in Marketing
Class instructor	
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Methodological implications of choice of a certain paradigm:</p> <ul style="list-style-type: none"> • Design of a Research Problem • Using literature for initial justification of a Research Problem • Justification of a Qualitative and/or Quantitative Research Methodology • Qualitative methods/techniques • Quantitative methods/techniques • Measurement and scaling • Questionnaire development
Grading	<ul style="list-style-type: none"> • Mini-project presentation: 20% • Report: 80%
Main Text Books	<ul style="list-style-type: none"> • Baranano, Ana Maria (2004) Métodos e Técnicas de Investigação em Gestão, Edições Sílabo • Sekaran Uma e Bougie Roger (2010) <i>Research Methods for Business</i>, 5ª edição, John Wiley and Sons

Course	Strategic Marketing
Class instructor	Hélia Pereira
Semester	1st
Hours	30
ECTS Credit Units	6
Syllabus Content	<ol style="list-style-type: none"> 1. Marketing Planning 2. Existing Market/Sectors 3. Market Trends and the Marketing Environment 4. Dynamic SWOT Analysis 5. Competition and Competitors' Strategies 6. Portfolio Analysis: Future Directions 7. Analysis into Strategy: MKT Strategy 8. Developing Marketing Strategy and the Marketing Mix
Grading	<p>The continuous evaluation includes: One written individual test: 50% (Test minimum grade: 8.5). Session Participation: 15% Group reports: 35% weight, with presentation and oral discussions.</p> <p>The continuous evaluation requires that students attend at least 80% of classes. In this type of evaluation the students have to achieve a minimum grade of 8.5 in the individual test. Otherwise, they have to submit to a final exam. The evaluation can be also made through a final examination (minimum grade: 10).</p>
Main Text Books	<p>Dibb, Sally, Simkin, Lyndon, Pride, William M., Ferrell, O.C., (2006), Marketing Concepts and Strategies, Houghton Mifflin, USA</p> <p>Scientific Papers Research</p>

Course	Sales Team Management and Negotiation
Class instructor	Luís Justino
Semester	2 nd
Hours	15
ECTS Credit Units	3
Syllabus Content	<p>Introducing Sales Force Management</p> <ul style="list-style-type: none"> • Main Goals of an organization. Relation between Marketing and Sales Force Management. • Development of Marketing and Sales department. • Sales Force as an element of Marketing-Mix • Sales Manager as a Marketing and Human Resources manager. <p>2.1 Training and Coaching a Sales Team</p> <ul style="list-style-type: none"> • Integration Plan • Main goals • Formal training Plan • Evaluation and Control of a training plan <p>2.2 Motivation of a Sales Team</p> <ul style="list-style-type: none"> • Main elements of motivation, behavioral concepts of motivation • Motivational mix • Sales Meetings • Developing a career plan <p>3. Commercial Negotiation</p> <ul style="list-style-type: none"> • What is, Why and its importance in the actual Sales Force Management. Profile of a sales negotiator. • Main Phases of a Win/win negotiation • How to control a sales negotiation
Grading	<p>The periodic evaluation system includes:</p> <ul style="list-style-type: none"> ▪ Participation in class (10%) ▪ Group Projects (40%) ▪ Final exam (50%) <p>This global grading system requires a rate of attendance to classes of at least 80%.</p>
Main Text Books	<ul style="list-style-type: none"> • Justino, Luis, Direcção Comercial, 1ª edição, Lisboa 2007, Edições Lidel • William Stanton, Rosann Spiro, Administração de Vendas – 10ª ed. - Livros Técnicos e Científicos Editora AS • Roger Dawson, Secrets of power negotiating for sales people – Carrer Press.

Course	Business and Brand Strategy (elective)
Class instructor	João Faria Gomes
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Introduction: Human resources and consultants On-going Project-basis</p> <p>Stage 1 Understanding Primary sources Secondary sources Process</p> <p>Mini-project</p> <p>Stage 2 Brand Strategy Benefits, values, attitude Positioning maps Mini-project Brand Architecture Mini-Project</p>
Grading	<p>The continuous evaluation system includes: Group project - 40% Participation in class ? 20% Final Examination - 40% (min. grade 8,5)</p> <p>The continuous evaluation requires that students attend at least 80% of classes.</p>
Main Text Books	Wolff Olins - The Design Council, The New Guide to Identity, Gower Wally Olins, The Brand handbook, Thames & Hudson

Course	Brand Expression and Identity (elective)
Class instructor	João Faria Gomes
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<p>Introduction Brand Idea Delivery, social trends and brand next Brand management overview Key Information and key maps</p> <p>Expression and Identity Naming Mini-project</p> <p>Design Basic Elements Overview Brand architecture The creative process Documentation and briefs Mini-project</p> <p>Project</p>
Grading	<p>The continuous evaluation system includes: Groups mini-projects - 40% Participation in class ? 20% Final Examination - 40% (min. grade 8,5)</p> <p>The continuous evaluation requires that students attend at least 80% of classes.</p>
Main Text Books	<ul style="list-style-type: none"> • Wolff Olins - The Design Council, "The New Guide to Identity", Gower • Wally Olins, "The Brand handbook", Thames & Hudson • Christopher C.H. Simmons, Logo Lab: Featuring 18 Case Studies That Demonstrate Identity Creation from Concept to Completion (Paperback) • Sean Adams, Noreen Morioka, Terry Stone (Authors), ?Logo Design Workbook: A Hands-on Guide to Creating Logos (Paperback)

Course	International Marketing Strategy and Simulation Game (elective)
Class instructor	Jorge Lengler
Semester	2 nd
Hours	30
ECTS Credit Units	6
Syllabus Content	<ol style="list-style-type: none"> 1) The Scope and Challenge of International Marketing 2) The Dynamics of International Business 3) Cultural Dynamics in International Marketing 4) Business Customs and Practices in International Marketing 5) The International Political and Legal Environment 6) International Marketing Strategies 7) International Market Entry Strategies 8) Exporting, Managing and Logistics 9) Developing Consumer Products for International Markets 10) The International Distribution System 11) International Advertising and Promotion 12) Pricing for International Markets
Grading	<p>The continuous evaluation includes:</p> <p>Final Exam: 50%</p> <p>Class participation: 10%</p> <p>Simulation decision making process presentation and report (group): 40%</p>
Main Text Books	<p>Country Manager Instructions Manual. Interpretive Software. www.interpretive.com</p> <p>GHAURI, P. & CATEORA, P. (2011). International Marketing. 3rd Ed. London: McGraw Hill.</p> <p>Lecture Notes</p>