

Unidade Curricular: Strategic Management and Marketing

Área Científica: EG

Duração: Semestral

Horas de trabalho: 121.5

Horas de contacto: 45

ECTS: 4.5

Observations: Option A - Example of course to offer to students. This course was already one of the options of the 1st year, 1st semester in the actual curricular structure

Docente Responsável: Helena Maria dos Santos Paulo

Learning outcomes of the curricular unit

After completing the course students will be able to: (1) Understand the concept of strategy and the role of the strategic management to promote the organization development in order to improve its financial and market performance to achieve a sustainable competitive advantage over its competitors; (2) Use appropriate tools to assess the organization external and internal environment; (3) Apply strategy as a process: strategic vision, mission and objectives development, , strategy definition, implementation and executing the strategy, monitoring developments, evaluating performance and making corrective adjustments; (4) Develop the strategic business plan; (5) Define marketing and understand marketing as a process within the organization's strategic planning; (6) Identify consumers' buying behavior and outline a consumeroriented marketing strategy; (7) Define the components of the marketing mix program.

Syllabus

(1) Organizations competitive advantage – A strategic management perspective (2) The organization as an open system: General, task and internal environment evaluation (3) Strategic analysis and Competitive position analysis (4) Strategy definition and implementation (5) Key organizational issues to successful strategy implementation (6) Strategy, ethics and social responsibility (7) The Business Plan (8) Marketing: an introduction (9) The marketing process (10) Company strategic planning and the marketing's role in strategic planning (11) Marketing works to create and deliver customer value (12) Marketing information system (13) Buying decision behavior (14) Designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning; (15) The components of the marketing mix: Decisions regarding to products and branding; Pricing decisions; Distribution channels alternatives; Effective communication process.

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

The Strategic Management and Marketing course aims to provide the student with the appropriate skills and allow future professionals to play an important role in an organizational context. Empowering him/her to make decisions and develop actions that allow the organization to achieve sustainable competitive advantage and ability to respond to the nowadays dynamic and challenging environments. Specific learning objectives (LO) are realized in each of the following syllabus (S) topics: LO (1) - S (1); LO (2) - S (2,3); LO (3) - S (4,5,6); LO (5) - S (8,9,10,11,12); LO (6) - S (13); LO (7) - S (14, 15). LO (4), which aims to provide a holistic and integrative view of the entire process, is achieved through all the presented syllabus topics and turn up in S (7).

Teaching methodologies (including evaluation)

The methodologies used in this course are: - expository methodologies for the presentation of concepts. - active methodologies with the resolution of exercises to the application of concepts. - participatory methodologies through case study or games that aim to simulate real-world problems for which solutions are desired. The evaluation involves: a) 2 partial tests; individual; grades T1 e T2; b) case study; individual; grade CS; c) practical work; workgroup; grade PW; d) exam; individual; grade Ex. To approval on this course the student must have 8 values as the minimum grade in each one of the evaluation components, with a final minimum grade of 10 values. Two alternatives exist in the evaluation process. 1. a) + b) + c) 2. d) + c) To compute the final grade: 1. Final grade = 0.2 T1 + 0.2 T2 + 0.2 CS + 0.4 PW 2. Final grade = 0.6 Ex + 0.4 PW

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

Given that no previous knowledge is required on the subjects to the Strategic Management and Marketing course and in order to attain the course objectives an expository approach is used to introduce the required concepts, methods and tools for the theoretical concepts, in order to guarantee that the students consistently acquire the basic knowledge skills. For all topics defined in the curricular unit syllabus a set of exercises and/or discussion questions are proposed to the students in order to explore and better understand the themes under study. During the course different adequate strategies are explored according to the objectives in order to encourage and promote the competences of understanding and applying as also as to promote the development of the social skills, among which stands out: case study, brainstorming, games and information and communication technology usage (videos, simulation, weblinks) to promote the understanding and knowledge skills development and guarantee that the objectives are accomplished. The evaluation methods emerge as an instrument that intends to validate the acquirement of knowledge, skills and competences in the Strategic Management and Marketing area by the students. Includes a set of elements to identify if were acquired the competences in the knowledge domain through using an individual written test, the competences and skills in the understanding and applying domain through the accomplishment of case study analysis or research study, the competences and skills in the understanding and applying domain with the realization of a practical work that pretends to simulate a practical situation for which solutions are sought to solve a real world problem. The development of group work, its presentation and discussion aims to foster the development of behaviors in social environments.

Mandatory consultation/existence bibliography:

- Thompson, A.; Peteraf, M.; Gamble, J.; Strickland, A. (2018) *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*, 21st Ed, McGraw Hill
- Santos, A. (2008) *Gestão Estratégica - Conceitos, modelos e instrumentos*, Escolar Editora
- Wheelen, T.; Hunger, J.; Hoffman, A.; Bamford, C. (2015) *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*, 14th ed., Prentice Hall
- Kotler, P.; Armstrong, G. (2016) *Principles of Marketing*, 16th Ed, Prentice Hall
- Dionísio, P.; Lévy, J.; Rodrigues, J.; Lendrevie, J. (2015) *Mercador da Língua Portuguesa*, Publicações Dom Quixote
- Wood, M. B. (2012), *The Marketing Plan Handbook*, 5th Ed, Prentice Hall

