

Curricular Unit Form (FUC)

Course:	INDUSTRIAL ENGINEERING MANAGEMENT					
Curricular Unit (UC)	Marketing and Strategy				Mandatory	X
					Optional	
Scientific Area:	Engineering and industrial management					
Year: 2º	Semester: 1º	ECTS: 6,5		Total Hours: 4,5		
Contact Hours:	T:	TP: 67,5	PL:	S:	OT:	TT:
Professor in charge		Academic Degree /Title		Position		
José Duarte Moleiro Martins		PhD		Associate Professor		

T- Theoretical ; TP – Theory and practice ; PL – Laboratory ; S – Seminar ; OT –Tutorial ; TT – Total of contact hours

Entry into Force	Semester: Winter	Academic Year: 2016/2017
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Objectives of the curricular unit and competences (max. 1000 characters)

The curricular unit seeks to equip students with fundamental knowledge in order to enable them to (i) understand management processes in organizations and develop strategies in the field of industrial engineering processes; and (ii) analysis and evaluation of existing marketing tools for adequate prospecting, study and segmentation of markets, with added value in an organizational innovation framework in the industry-services binomial.

Syllabus (max. 1000 characters)

1. Globalization of markets and internationalization of enterprises.
2. The importance of marketing and strategy in increasing business competitiveness.
3. Strategic analysis: external environment and internal environment of the company.
4. Strategy formulation.
5. Market segmentation.
6. Movement and competitive positioning.
7. Marketing-mix.
8. Business model.
9. Implementation of the strategy.
10. Evaluation and correction of strategy.

Demonstration of the syllabus coherence with curricular unit's objectives (max. 1000 characters)

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The programmatic contents are structured by chapters in which one starts from an analysis of the general (market) for the particular (strategy / strategy of segmented marketing) incorporating the fundamental concepts of marketing and strategy, as well as the main indispensable tools in the analysis of marketing and strategy, in order to achieve the proposed objectives of the curricular unit.

Teaching methodologies (including evaluation) (max. 1000 characters)

The teaching method combines the expository approach with case studies, in order to allow the mastery of concepts and instruments of practical application. The empirical aspect of the curricular unit aims to enable students to test and demonstrate the acquisition of technical knowledge and interpersonal skills oriented towards teamwork. Evaluation method: practical work (40%) and test (60%). For approval in the course the student will always have to obtain a classification superior to 9,5 values in the practical work as in the test or the final exam.

Demonstration of the teaching methodologies coherence with the curricular unit's objectives

(max. 3000 characters)

The resolution of the tests or examination allows gauging the acquisition of knowledge. The practical work allows the student to acquire the knowledge in a practical, not abstract, way as stated in the objectives of the curricular unit.

Main Bibliography (max. 1000 characters)

Hill, C., Schilling, M. & Jones, G. (2016), Strategic Management: An Integrated Approach, 12th edition, Cengage Learning. Keller, K. (2012), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition, Pearson Prentice Hall. Kotler, P. & Armstrong, G. (2013), Principles of Marketing, 15th Edition, Pearson Education Limited. Martins, J. (2010), Estratégia Organizacional Dinâmica, Edições Sílabo. Martins, J. (2011), Internacionalização e Globalização das Empresas, Edições Sílabo. Martins, J. (2017), À Descoberta do Novo: Empreendedorismo e Intra-empendedorismo, Edições Sílabo. Rothaermel, F. (2016), Strategic Management, 3rd edition, McGraw-Hill Education