

ACADEMIC YEAR: 2025/2026	ANALYTICAL MARKETING		
	SUBJECT CODE: 16631	SEMESTER: ANNUAL	TYPE: SPECIALISMS
CREDITS	7 ECTS		
STUDENT WORKLOAD	Contact Hours	Personal and/or Teamwork	Evaluation
	70	100	5
TEACHING LANGUAGE	English		
CO/PREREQUISITE	None		
SPECIALISM	MARKETING		
MODE OF DELIVERY	In-person		
FACULTY	GUNADI, Manissa LOPES, Nuno		
COURSE DESCRIPTION	<p>This module comprises two interconnected parts. The first focuses on advanced market research methodologies to generate relevant, reliable, and up-to-date information for diagnosing marketing challenges and uncovering opportunities. The second examines foundational consumer behaviour theories and their application within today's multichannel landscape.</p> <p>1. Market Research Techniques</p> <p>This segment equips students with the knowledge to design and execute rigorous research studies, ensuring marketing decisions are grounded in robust data.</p> <ul style="list-style-type: none"> - Research Design and Methodology <ul style="list-style-type: none"> • Formulate research problems and define clear objectives • Select appropriate qualitative and quantitative methods • Integrate experimental designs and survey techniques - Data Collection and Analysis <ul style="list-style-type: none"> • Develop and administer structured surveys • Conduct fieldwork for primary data gathering • Apply statistical tools—clustering, regression, multidimensional scaling—for insightful analysis - From Insights to Strategy <ul style="list-style-type: none"> • Translate analytical findings into actionable recommendations • Support segmentation, positioning, and new-product development decisions • Measure customer attitudes, behaviours, and communication effectiveness <p>2. Consumer Behaviour Theories</p> <p>This segment delves into the psychological and sociological underpinnings of consumption, enabling critical evaluation of how individuals make, modify, and discard choices.</p> <ul style="list-style-type: none"> - Core Theoretical Frameworks <ul style="list-style-type: none"> • Attitude formation and change • Motivation, involvement, and engagement • Decision-making processes - Consumption and Discontinuance <ul style="list-style-type: none"> • The dynamics of having and non-consumption • Patterns of product disposal and replacement - Application in a Digital Multichannel Context <ul style="list-style-type: none"> • Critically assess classic theories against online and omnichannel realities • Examine how digital touchpoints reshape customer journeys - Ethical and Citizen Perspectives <ul style="list-style-type: none"> • Explore the dual roles of individuals as consumers and citizens • Navigate ethical dilemmas in marketing practice <p>Upon completion, participants will be proficient in designing and conducting basic research projects, analysing consumer data with appropriate statistical tools, and applying consumer behaviour concepts to strategic marketing challenges in both traditional and digital environments.</p>		

LEARNING OUTCOMES	KNOWLEDGE	RAK1.2	Identify the latest marketing and customer management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.
		RAK5	Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization.
		RAK 7	Explain business decisions and practices and their economic, social, and environmental impacts, along with their ethical dimensions.
	SKILLS	RAS2.2	Apply data-driven analysis to improve sales' performance metrics, considering organizational and sustainability objectives.
		RAS5	Implement team engagement strategies, taking into account gender differences and diversity criteria.
		RAS7.2	Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.
	COMPETENCES	RAC3	Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment, focusing on innovation.
RAC6.2		Promote responsible marketing practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.	
SDGS ADDRESSED	<input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input type="checkbox"/> SDG 4 – Quality education <input checked="" type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure <input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input type="checkbox"/> SDG 17 – Partnerships for the goals		

TEACHING METHODS	<input checked="" type="checkbox"/> AF01-Lectures <input type="checkbox"/> AF02-Videos or videoconferences <input type="checkbox"/> AF03-Discussion groups or forums <input type="checkbox"/> AF04-Multimedia production <input checked="" type="checkbox"/> AF05-Reading texts and preparing reports. <input type="checkbox"/> AF06-Analysis of data or processes <input type="checkbox"/> AF07-Search for bibliographic information <input type="checkbox"/> AF08-External visits <input type="checkbox"/> AF09-Internships at centers or companies <input checked="" type="checkbox"/> AF10-Applied activities or exercises <input type="checkbox"/> AF11-Elaboration of glossaries or wikis <input type="checkbox"/> AF12-Roleplay and simulations <input type="checkbox"/> AF13-Workshops or seminars <input type="checkbox"/> AF14-Practical or laboratory activities <input checked="" type="checkbox"/> AF15- Personal study of contents <input type="checkbox"/> AF16- Development and synthesis <input type="checkbox"/> AF17- Intervention, research or interviews <input checked="" type="checkbox"/> AF18- Practical analysis of cases <input type="checkbox"/> AF19- Online interactive activities <input checked="" type="checkbox"/> AF20- Oral presentations <input checked="" type="checkbox"/> AF21- Exams or tests <input type="checkbox"/> AF22- Correction of exercises and follow-up <input type="checkbox"/> AF23- Portfolios or reflective diaries <input type="checkbox"/> AF24-Tutorials <input type="checkbox"/> AF25-Others
STUDENT ASSESSMENT	SE01 - Class Participation (20%) SE02 - Continuous monitoring of work 0% SE04 - Written Examination (40%) SE05 - Projects & activities (40%)
GRADING SYSTEM	Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.

16631 SUBJECT RUBRIC

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ILO Code	ILO Description	Weight %	Exemplary (100%-85%)	Proficient (84%-65%)	Developing (65%-50%)	Beginning (<50%)
RAK1.2	Identify the latest marketing and customer management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.	10%	Identifies ≥3 marketing/consumer behaviour theories; compares across global and digital contexts with cultural and tech relevance	Explains 2 theories with basic relevance to global or digital settings	Mentions 1 theory; limited contextual insight	No clear theory or context
RAK5	Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization.	5%	Links marketing research and segmentation decisions to financial viability and sustainability using metrics	Describes basic financial implications of marketing with general sustainability mention	Mentions financial viability or sustainability without integration	No clear financial or sustainability connection
RAK 7	Explain business decisions and practices and their economic, social, and environmental impacts, along with their ethical dimensions.	10%	Evaluates marketing and consumer decisions with economic, social, environmental, and ethical lenses using real cases	Describes impacts and ethics with general examples	Mentions some impacts; lacks ethical depth	No meaningful impact or ethics analysis
RAS2.2	Apply data-driven analysis to improve sales' performance metrics, considering organizational and sustainability objectives.	25%	Uses statistical tools (e.g., regression, clustering) and AI-enhanced insights to guide segmentation and strategy	Applies standard analysis tools with some sustainability or performance linkage	Performs basic analysis; limited strategic or sustainability use	Incomplete or inaccurate analysis
RAS5	Implement team engagement strategies, considering gender differences and diversity criteria.	5%	Designs inclusive collaboration strategies for marketing research or campaign teams with gender/diversity awareness	Applies basic engagement strategies with general diversity awareness	Lists tactics with minimal diversity consideration	No engagement or diversity strategy
RAS7.2	Incorporate cutting-edge technological solutions in their relevant areas of practice, considering relevant ethical considerations.	10%	Integrates AI tools ethically in research design, consumer tracking, and campaign evaluation	Uses tech tools with basic ethical awareness	Mentions tech use; lacks ethical reflection	No tech or ethical consideration
RAC3	Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment, focusing on innovation.	15%	Leads marketing teams using digital platforms and analytics; fosters innovation and inclusive culture	Demonstrates leadership with some tech and inclusion	Shows basic leadership; limited tech or innovation focus	No leadership or innovation evident
RAC6.2	Promote responsible marketing practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.	20%	Designs marketing strategies and research briefs that embed ethics, ecological performance, and long-term stakeholder value	Suggests responsible practices with general ethical framing	Identifies ethical concerns; lacks strategic depth	No responsible or ethical practice proposed