

Disciplina: Teoria de Marketing

Ementa: Bases conceituais do marketing no contexto das organizações, sua taxonomia e morfologia. Estruturação do Marketing comercial e social. Condicionantes, estruturas, estratégias e resultados de Marketing

1. AJZEN, I. FISHBEIN, M. Belief, attitude, intention and behavior: an introduction to theory and research. Reading, MA: Addison-Wesley, 1975.
2. BAKER, M.; SAREN, M. Marketing Theory: A student text. Thousand Oaks: Sage Publications, 2016.
3. BHAGWAT, Y.; WARREN, N. L.; BECJ, J. T.; WATSON, G. F. Corporate Sociopolitical activism and firm value, *Journal of Marketing*, v. 84, n. 5, p. 1-21, 2021.
4. BOGEA, F; BRITO, E. P. Z. Determinants of Social Media Adoption by Large Companies. *Journal of Technology Management & Innovation*, v. 13, n. 1, p. 11-18, 2018.
5. BRENNAN, L. et al. Social Marketing and Behaviour Change Models, Theory and Applications. Edward Elgar Publishing Limited, 2015.
6. CODA, R. C.; CASTRO, G. H. C. de. Marketing business-to-business: Análise da produção científica brasileira de 2008 a 2018. *Revista de Administração de Empresas*, v. 59, n. 4, p.258-270, 2019.
7. CUI, T. H.; GHOSE, A.; HALABURDA, H.; IYENGAR, R.; PAUWELS, K.; SRIRAM, S.; TUCKER, C.; VENKATARAMAN, S. Informational challenges in Omnichannel Marketing: Remedies and Future Research, *Journal of Marketing*, v. 85, n. 1, p. 103-120, 2021.
8. DEIGHTON, J. A.; MELA, C. F.; MOORMAN, C. Marketing thinking and doing, *Journal of Marketing*, v. 85, n. 1, p. 1-6, 2021.
9. ERICKSON, G. S. New Methods of Market Research and Analysis. UK: Edward Elgar Publishing Limited, 2017.
10. GEHANI, R. R. Corporate Brand Value Shifting from Identity to Innovation Capability: from Coca-Cola to Apple. *Journal of Technology Management & Innovation*, v. 11, n. 3, p. 11-20, 2016.
11. GORDON, B. R.; JERATH, K.; KATONA, Z.; NARAYANAN, S.; SHIN, J.; WILBUR, K. C. Inefficiencies in Digital Advertising Markets, *Journal of Marketing*, v. 85, n. 1, p. 7-25, 2021.
12. HADJIKHANI, A.; LAPLACA, P. Development of B2B marketing theory. *Industrial Marketing Management*, v. 42, n. 3, p. 294-305, 2013.
13. HAIR JR., J F.; HARRISON, D. E.; RISHER, J. J. Marketing Research in the 21st Century: Opportunities and Challenges. *Brazilian Journal of Marketing*, v. 17, n. 5, 2018.
14. HILL, R. P.; LANGAN, R. Handbook of Research on Marketing and Corporate Social Responsibility. Edward Elgar Publishing Limited, 2014.
15. HUNT, S. D. Marketing Theory: Foundations, Controversy, Strategy, Resource-Advantage, Theory. (Introduction). New York: M. E. Sharpe, Inc., 2010.
16. HUNT, S. D. On the intersection of marketing history and marketing theory. *Marketing Theory*, v. 11, n. 4, p. 483-489, 2011.
17. KALAINAMAN, K.; TULI, K. R.; KUSHWAHA, T.; LEE, L.; GAL, D. Marketing Agility: the concept, antecedents, and a research agenda, *Journal of Marketing*, v. 85, n. 1, p. 35-58,2021.
18. KOTLER, P.; ZALTMAN, G. Social Marketing An Approach to Planned Social Change. *Journal of Marketing*, v. 35, n. 3, 3-12, 1971.

19. MARINOV, M. Research Handbook of Marketing in Emerging Economies. Edward Elgar Publishing Limited, 2017.
20. MAZZON, J. A.; CARVALHO, H. C. Marketing Social no Brasil: história, desafios e uma agenda para o futuro. Revista de Gestão dos Países de Língua Portuguesa, v. 16, n. 3, 2017.
21. OLIVEIRA, S. L. I.; MORETTI, S. L. A.; SILVA, L. A. Os primeiros estudos em Marketing: a influência da filosofia e das ciências nos primeiros estudos em marketing – Uma análise da Obra Marketing Problems de Milvin T. Copeland. Revista Brasileira de Marketing, v. 16, n. 4, 2017.
22. SHERRY, J. F. FISCHER, E. M. Contemporary Consumer Culture Theory (Routledge Studies in Marketing). Routledge, 2017.
23. SHETH, J. N.; GARDNER, D. M.; GARRETT, D. E. Marketing Theory: Evolution and Evaluation. United States of America: John Wiley Sons, 1988.
24. SILVA, E. C.; MAZZON, J. A. Revisitando o Marketing Social. Revista Brasileira de Marketing, v. 17, n. 6, 2018.
25. VARGO, S. L. Marketing relevance: through market theory. Brazilian Journal of Marketing, v. 17, n. 5, 2018.
26. VARGO, S. L.; LUSCH, R. F. Evolving to a new Dominant Logic for Marketing, Journal of Marketing, v. 68, n. 1, p. 1-17, 2004
27. VASCONCELOS, A. F. Societal marketing concept and spirituality in the workplace theory: finding the common ground. Cadernos Ebape.br, v. 9, n. 1, 2011.
28. ZALTMAN, G.; ZALTMAM, L. Marketing metaphors: what seven deep metaphors reveal about the minds of consumers. Boston, Massachusetts: Harvard Business Press, 2008.