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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Comportamento do Consumidor e Pesquisa de Mercado |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **EMENTA:** |
| Comportamento do consumidor: histórico, correntes e tendências. Métodos e técnicas para a pesquisa do consumidor. Aspectos culturais, sociais, experienciais e simbólicos do comportamento de consumo. Heurísticas e Viéses. Influências não conscientes na decisão do consumidor. Modelos explicativos e matemáticos do processo de compra. |
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