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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Marketing e Sociedade |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **EMENTA:** | |
| O papel e o impacto do marketing na sociedade. A relação do marketing com o bem-estar do consumidor e com a qualidade de vida da sociedade. Marketing social e marketing macrossocial. Marketing Público. O papel dos diferentes atores nas atividades de marketing. Macromarketing. Externalidades das atividades de marketing. Sociedade de consumo. | |
| **BIBLIOGRAFIA:** | |
| **Bibliografia Básica:**   1. CARVALHO, D., DEMO, G., SCUSSEL, F., MONTEZANO, L., & AMAZONAS, B. How do public service users see public institutions? Development and validation of the public brand personality scale. **Brazilian Journal of Marketing**, 21(3), 673-700, 2022. 2. CARRINGTON, M., CHATZIDAKIS, A., & GOWOREK, H. Consumption ethics: A review and analysis of future directions for interdisciplinary research. **Journal of Business Research**, 2021. 3. CHRISTIE, L., & VENTER DE VILLIERS, M. The role of social marketing in promoting quality of life through the lens of sustainable consumption. **Journal of Social Marketing**, 13(3), 419-433, 2023. 4. HUNT, S., ASHLEY, H., & MANIS, K. T. The five stages of the macromarketing field of study: From raison d’être to field of significant promise. **Journal of Macromarketing**, 41(1), 10-24, 2021. 5. MAHASNEH, R., RANDLE, M., GORDON, R., ALGIE, J., & DOLNICAR, S. Increasing employer willingness to hire people with disability: The perspective of disability employment service providers. **Journal of Social Marketing**, 13(3), 361-379, 2023.   **Bibliografia Complementar:**   1. ANDREASEN, A. R. The life trajectory of social marketing: Some implications. **Marketing Theory**, 3(3), 293-303, 2006. 2. ARNOULD, E. J., & THOMPSON, C. J. Consumer culture theory (CCT): Twenty years of research. **Journal of Consumer Research**, 31, 2005. 3. ADERALDO, C. V. L., AQUINO, C. A. B., & SEVERIANO, M. F. V. Aceleração, tempo social e cultura do consumo: Notas sobre as (im)possibilidades no campo das experiências humanas. **Cadernos EBAPE.BR**, 18(2), 2020. 4. ALMEIDA, E. C. E., & GUIMARÃES, J. A. Brazil’s growing production of scientific articles—how are we doing with review articles and other qualitative indicators? **Scientometrics**, 97(2), 287–315, 2013. 5. ALRAWADIEH, Z. 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P., ROSENBAUM, M. S., & ZAINUDDIN, N. Commentary: Transformative service research and social marketing – converging pathways to social change. **Journal of Services Marketing**, 33(6), 633-642, 2019. 23. SCOTT, M. L., & VALLEN, B. Expanding the lens of food well-being: An examination of contemporary marketing, policy, and practice with an eye on the future. **Journal of Public Policy & Marketing**, 38(2), 127-135, 2019. 24. SIRGY, M. J. Macromarketing metrics of consumer well-being: An update. **Journal of Macromarketing,** 41(1), 124-131, 2021. 25. WILKIE, W. L., & MOORE, E. S. Expanding our understanding of marketing in society. Journal of the Academy of Marketing Science, 40, 53–73, 2012. | |