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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:** |
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