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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Teoria de Marketing |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **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.  |
| **BIBLIOGRAFIA:** |
| **Bibliografia Básica:**1. AJZEN, I. FISHBEIN, M. **Belief, attitude, intention and behavior: an introduction to theory and research**. Reading, MA: Addison-Wesley, 1975.
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**Bibliografia Complementar:**1. HAMAMAH, A., AL-HAIMI, B., & TAJURI, W. Navigating the marketing landscape: Artificial intelligence and big data role in digital marketing. **International Journal of Academic Research in Business and Social Sciences**, 2024.
2. HAMIZAR, A., YAMAN, A., & HOLLE, M. Theoretical exploration of data-driven decision-making in digital marketing. **International Journal of Economic Integration and Regional Competitiveness**, 2024.
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