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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. 2. BAKER, M.; SAREN, M. **Marketing Theory: A student text**. Thousand Oaks: Sage Publications, 2016. 3. CHURCHILL, G. A. A paradigm for developing better measures of marketing constructs**. Journal of Marketing Research**, 16(1), 64-73, 1979. 4. GILAL, F., PAUL, J., GILAL, N., & GILAL, R. The role of organismic integration theory in marketing science: A systematic review and research agenda. **European Management Journal**, 2021. 5. HADJIKHANI, A.; LAPLACA, P. Development of B2B marketing theory. **Industrial Marketing Management,** v. 42, n. 3, p. 294-305, 2013.   **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. 3. HILL, R. P., & LANGAN, R. Handbook of research on marketing and corporate social responsibility. **Edward Elgar Publishing**, 2014. 4. HOECKESFELD, L., SARQUIS, A., URDAN, A., & COHEN, E. Contemporary marketing practices approaches in the professional services industry in Brazil. **Revista Pensamento Contemporâneo em Administração**, 2020. 5. HOFFMAN, D., MOREAU, C., STREMERSCH, S., & WEDEL, M. The rise of new technologies in marketing: A framework and outlook. **Journal of Marketing**, 86(1), 1-6, 2021. 6. HUNT, S. D. **Controversy in marketing theory: For reason, realism, truth, and objectivity**. M. E. Sharpe, 2003. 7. HUNT, S. D. **Marketing theory: Foundations, controversy, strategy, resource-advantage theory**. M. E. Sharpe, 2010. 8. HUNT, S. D. On the intersection of marketing history and marketing theory. **Marketing Theory**, 11(4), 483-489, 2011. 9. JAKKULA, A. Navigating Data-Driven Decisions in E-Commerce. **Journal of Marketing & Supply Chain Management**, 2024. 10. JOHNSON, D., SIHI, D., & MUZELLEC, L. Implementing big data analytics in marketing departments: Mixing organic and administered approaches to increase data-driven decision making. **Informatics**, 8(4), 66, 2021. 11. KOTLER, P. **Marketing no setor público**. Bookman, 2008. 12. KUMAR, V., & SHAH, D. **Handbook of research on customer equity in marketing**. Edward Elgar Publishing, 2015. 13. LEHMANN, D. The evolving world of research in marketing and the blending of theory and data. **International Journal of Research in Marketing**, 37(1), 27-42, 2020. 14. MACLARAN, P., & SAREN, M. **The SAGE handbook of marketing theory**. Sage Publications. 15. SAURA, J. Using data sciences in digital marketing: Framework, methods, and performance metrics. **Journal of Innovation & Knowledge**, 2013. 16. SAURA, J., RIBEIRO-SORIANO, D., & PALACIOS-MARQUÉS, D. Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. **Industrial Marketing Management**, 98, 161-178, 2021. 17. SHETH, J. N., GARDNER, D. M., & GARRETT, D. E. **Marketing theory: Evolution and evaluation**. John Wiley & Sons, 1988. 18. SHETH, J., & USLAY, C. Implications of the revised definition of marketing: From exchange to value creation. **Journal of Public Policy & Marketing**, 26(2), 302-307, 2007. 19. SHIU, E. **Research handbook of innovation and creativity for marketing management**. Edward Elgar Publishing, 2017. 20. ZALTMAN, G., LESMASTERS, K., & HEFFRING, M. **Theory construction in marketing: Some thoughts on thinking**. John Wiley & Sons, 1982. | |