

PLANO DE ENSINO

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 macrosocial. 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: 6. ANDREASEN, A. R. The life trajectory of social marketing: Some implications. Marketing Theory, 3(3), 293-303, 2006. 7. ARNOULD, E. J., & THOMPSON, C. J. Consumer culture theory (CCT): Twenty years of research. Journal of Consumer Research, 31, 2005.	

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