

PLANO DE ENSINO

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: 6. 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. 7. 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. 8. HILL, R. P., & LANGAN, R. Handbook of research on marketing and corporate social responsibility. Edward Elgar Publishing, 2014. 9. 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.

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