



Gestão de Marketing			
Nível:	Doutorado/ Mestrado	Créditos:	03
Área de Concentração:	Gestão, Organizações e Ambientes	Natureza:	Eletiva
Professora:	Danielle Miranda de Oliveira Arruda Gomes	Carga Horária	45
Linha de Pesquisa:	Relações Interorganizacionais e Ambientes	Sigla:	GMARK
Início da Disciplina	17/08/2015	Número:	185914
EMENTA			
A disciplina enfoca aspectos atuais da pesquisa em marketing e está estruturada em grandes áreas de pesquisa: Evolução do Pensamento em Marketing, Evolução do Conceito de Marketing, Marketing e Ciência, Comportamento do Consumidor, Marketing de Serviços e Marketing de Relacionamento.			
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