

Disciplinas e Ementas

Disciplinas Eletivas

SEMINÁRIO DE ESTRATÉGIAS DE COMUNICAÇÃO DE MARKETING

Número de Créditos: 2 créditos

Ementa: Processo de comunicação de marketing. Comunicação integrada de marketing. Mix de comunicação. Ferramentas de comunicação. Comunicação de marketing em ambiente digital.

Bibliografia: CASTILLOS, D. J.; FERNÁNDEZ, R. S. The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, v. 49, p. 366-376, 2019. CONFOS, N.; DAVIS, T. Young consumer-brand relationship building potential using digital marketing. *European Journal of Marketing*, v. 50, n. 11, p. 1993-2017, 2016. DAVTYAN, D.; CUNNINGHAM, I. An investigation of brand placement effects on brand attitudes and purchase intentions: Brand placements versus TV commercials. *Journal of Business Research*, v. 70, p.160-167, 2017. DELVECCHIO, D.; HENARD, D. H.; FRELING, T. H. The effect of sales promotion on post-promotion brand preference: A meta-analysis. *Journal of Retailing*, v. 82, n. 3, p. 203-213, 2006. FINNE, A.; GRÖNROOS, C. Communication-in-use: customer-integrated marketing. *Communication European Journal of Marketing*, v. 51, n. 3, p. 445-463, 2017. GENSLER, S.; VOLCKNER, F.; YUPING, L.; WIERTZ, C. Managing brands in the social media environment. *Journal of Interactive Marketing*, v. 27, n. 4, p. 242-256, 2013. KIM, K.; HAYES, J.; AVANT, J. A.; REID, L. N. Trends in advertising research: a longitudinal analysis of leading advertising, marketing and communication journals, 1980 to 2010. *Journal of Advertising*, v. 43, n. 3, p. 296-316, 2014. LUCK, E.; MOFFATT, J. IMC: Has anything really changed? A new perspective on an old definition. *Journal of Marketing Communications*, v. 15, n. 5, p.311-325, 2009. LUXTON, S.; REID, M.; MAVONDO, F. IMC capability: antecedents and implications for brand performance. *European Journal of Marketing*, v. 51, n. 3, p. 421-444, 2017. SAEED, R.; NAEEM, B.; BILAL, M.; NAZ, U. Integrated Marketing Communication: A Review Paper. *Interdisciplinary Journal of Contemporary Research in Business*, v. 5, n. 5, p.125-133, 2013. SANTINI, F. O.; SAMPAIO, C. H.; PERIN, M. G.; ESPARTEL, L. B.; LADEIRA, W. Jr. Moderating effects of sales promotion types. *Brazilian Administration Review*, v 12, n. 2, p. 169-189, 2015 SCHULTZ, D. E.; BLOCK, M. P. Sales promotion influencing consumer brand preferences/purchases. *Journal of Consumer Marketing*. V. 31, n. 3, p.212-217, 2014. SHIMP, Terence A. *Advertising promotion: supplemental aspects of integrated marketing communications*. 5.ed. Fort Worth, Texas: Dryden Press, 2000. SILVA, N. S. A. C.; VIEIRA, V. A. Efeitos das mídias digitais nas novas vendas B2B: um ensaio sobre inbound marketing, mídias pagas e ganhadas on-line. *Revista Eletrônica de Ciência Administrativa*, v.18 n.2 p.194-212, 2019. SILVERA, David H.; AUSTAD, Benedikte. Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, v. 38, n. 11/12, p. 1509-1526, 2004. SMITH, B. G. The public relations contribution to IMC: Deriving opportunities from threats and solidifying public relations' future. *Public Relations Review*, v. 39, n. 5, p. 507-513, 2013. SMITH, T. M.; GOPALAKRISHNA, S.; SMITH, P. M. The complementary effect of trade shows on personal selling. *International Journal of Research in Marketing*, v. 21, p. 61-76, 2004. TORRES, P.; AUGUSTO, M.; MATOS, M. Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychology & Marketing*, v. 36, p. 1267–1276, 2019. TERLUTTER, R.; CAPELLA, M. The gamification of advertising: analysis and research directions of in-game advertising, advergames, and advertising in social network games. *Journal of Advertising*, v. 42, n. 2, p. 95-112, 2013. VERRUCCIO, M.; CECCOTTI, F. Strategic and organisational challenges in the integrated marketing communication paradigm shift: A holistic vision. *European Management Journal*, v. 33, p. 438-449, 2015 ZHOU, L.; POON, P.; WANG, H. Consumers' reactions to global versus local advertising appeals: a test of culturally incongruent images in China. *Journal of Business Research*, v. 68, p. 561–568, 2015.