

Disciplinas e Ementas

Disciplinas Eletivas

SEMINÁRIO DE GERENCIAMENTO ESTRATÉGICO DE MARCAS

Número de Créditos: 2 créditos

Ementa: Fundamentos de Marca. Comportamento do Consumidor. Gestão Estratégica de Marca. Gestão Desenvolvimentos de Produtos e Marcas. Arquitetura e Posicionamento de Marcas. Valor da Marca (Brand Equity). Estratégias de Comunicação da Marca. Imagem da Marca. Marketing de Relacionamento da Marca. Branding e Marketing Social, Inovação da Marca e Sustentabilidade.

Bibliografia:

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relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, v. 65, n. 1, p. 92-99, 2012. ISMAIL, A. R. The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, v. 29, n. 1, p. 129-144, 2017. JALKALA, A. M.; KERÄNEN, J. Brand positioning strategies for industrial firms providing customer solutions. *Journal of Business & Industrial Marketing*, v. 29, n. 3, p. 253-264, 2014. JAPUTRA, A.; MOLINILLO, S. Responsible and active brand personality: on the relationship with brand experience and key relationship constructs. *Journal of Business Research*, Article In Press, 2017. JOHN, D. R. Customer-based strategic brand management: past progress and future challenges. *AMS Rev*, v. 6, p. 17-11, 2016. KELLER, K. L. Brand equity management in a multichannel, multimedia, retail environment. *Journal of Interactive Marketing*, v. 24, p. 58-70, 2010. KHAN, R.; MISRA, K.; SINGH, V. Ideology and brand consumption. *Psychological Science*, v. 24, n. 3, p. 326-333, 2013. KIM, J.; YU, E. A. The holistic brand experience of branded mobile application affects brand loyalty. *Social Behavior and Personality*, v. 44, p. 77-88, 2016. LEE, D.; MOON, J.; KIM, Y. J.; YI, M. Y. Antecedents and consequences of mobile phone usability: linking simplicity and interactivity to satisfaction, trust, and brand loyalty. *Information & Management*, v. 52, p. 295-304, 2015. LEE, H.; LEE, C.; WU, C. Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, v. 45, n. 7/8, p. 1.091-1.111, 2011. LEONE, R. P.; RAO, V. R.; KELLER, K. L.; LUO, A. M.; McALISTER, L.; SRIVASTAVA, R. Linking brand equity to customer equity. *Journal of Service Research*, v. 9, n. 2, p. 125-138, 2006. MICHAELIDOU, N.; MICEVSKI, M.; CADOGAN, J. W. An evaluation of nonprofit brand image: towards a better conceptualization and measurement. *Journal of Business Research*, v. 68, p. 1.657-1.666, 2015. MULYONO, H. Brand awareness and brand image of decision making on university. *Journal of Marketing*, v. 18, n. 2, p. 163-173, 2016. NGUYEN, B.; YU, X.; MELEWAR, T. C.; CHEN, J. Brand innovation and social media: knowledge acquisition from social media, market orientation, and the moderating role of social media strategic capability. *Industrial Marketing Management*, v. 51, p. 11-25, 2015. TOWNSEND, J. D.; CAVUSGIL, S. T.; BABA, M. L. Global integration of brands and new product development at General Motors. *Journal Production Innovation Management*, v. 27, p. 49-65, 2010. WANG, H. D.; SENGUPTA, S. Stakeholder relationships, brand equity, firm performance: a resource-based perspective. *Journal of Business Research*, v. 69, p. 5.561-5.568, 2016. YU, C.; LIN, P.; CHEN, C. How brand image, country of origin, and self congruity influence internet users purchase intention. *Social Behavior and Personality*, v. 41, n. 4, p. 599-612, 2013.