

Disciplinas e Ementas

Disciplinas Eletivas

SEMINÁRIO MARKETING FUNDAMENTOS E IMPLICAÇÕES

Número de Créditos: 2 créditos

Ementa: Fundamentos de marketing. Evolução do conceito de Marketing. Estratégias de Marketing. Orientação para o mercado. Segmentação e posicionamento. Composto de Marketing: produto/serviço, preço, distribuição e comunicação. Ambiente de Marketing. Pesquisa de Marketing. Gestão de Marcas. Marketing de serviços e industrial (B2B). Ética e sustentabilidade em Marketing. Comércio digital e novas perspectivas do Marketing.

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