

# Disciplinas e Ementas

## Disciplinas Eletivas

### MARKETING DE RELACIONAMENTO

Número de Créditos: 2 créditos

#### Ementa:

Contextualização do Marketing de Relacionamento: origem, influências e evolução. Conceitos e elementos do Marketing de Relacionamento. A prática do Marketing de Relacionamento como uma nova forma de se fazer negócios e seu impacto na competitividade das empresas. O valor do cliente ao longo do tempo (customer equity ou lifetime value). A relação entre o Marketing de Relacionamento e a atração, satisfação, retenção e lealdade de clientes. O Marketing de Relacionamento como fonte de vantagem competitiva

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