

**Disciplina:**

ADM2767 - Marketing Digital e de Inovações

**Ementa:**

Elementos da Difusão de Inovações, Geração de Inovações, Processo de Decisão de Adoção de Inovações, Atributos de Inovações e Taxa de Adoção, Categorias de Adotantes, Redes de Difusão. Marketing na Internet, Website Marketing, Marketing de Ferramenta de Busca, Propaganda Online, Email Marketing, Blog Marketing, Marketing de Mídias Sociais, Marketing Multimídia, Marketing em Plataformas Móveis.

**Bibliografia:**

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