

Disciplina:

ADM2842 - Tópicos Avançados em Marketing I

Ementa:

Conceitos de Teoria de Marketing. Desenvolvimento da Teoria de Marketing. Bases Filosóficas. Principais Debates Teóricos. Representações do Consumidor. Representações da Organização. Questões Atuais e Futuras sobre Teoria de Marketing.

Bibliografia:

Básica: MACLARAN, P., SAREN, M., STERN, B. & TADAJEWSKI, M. The SAGE Handbook of Marketing Theory. SAGE, 2010. BAKER, M. & SAREN, M. Marketing Theory: a Student Text. SAGE, 2010. Bibliografia complementar: ALDERSON, W. (1948). Towards a Theory of Marketing, Journal of Marketing, v. 8, n. 2, pp. 137-152. BARTELS, R. (1968). The General Theory of Marketing, Journal of Marketing, v. 32, January, pp. 29-33. HUNT, S. (1983). General Theories and the Fundamental Explanada of Marketing. Journal of Marketing, v.47, Fall, pp. 9-17. ARNDT, J. (1985). On Making Marketing Science More Scientific: Role of Orientations, Paradigms, Metaphors, and Puzzle Solving. Journal of Marketing, v. 49, Summer, pp. 11-23. HUNT, S. (1994). On Rethinking Marketing: Our Discipline, Our Practice, Our Methods. European Journal of Marketing, v. 28, n. 3, pp. 13-25. KAVANAGH, D. (1994). Hunt versus Anderson: Round 16. European Journal of Marketing, v. 28, n. 3, pp. 26-41. BOLTON, R. (2005). Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice, and Infrastructure. Journal of Marketing, v. 69, October, pp. 1-25.