

Disciplina:

ADM7777 - Tópicos Especiais em Marketing (Digital Marketing)

Ementa:

The purpose of this seminar is to introduce the key literature concerning Digital Marketing. We will examine the literature regarding current theory and concepts in digital marketing including online customer reviews, eWOM, social media among others. The seminar does not chronologically follow the historical evolution of the field but is organized around the perspective of the instructor. Initially, we will examine traditional microeconomic, functional, and institutional models of marketing channels. Then we will examine a series of emerging theoretical perspectives on digital marketing. From there we will focus on some important behavioral phenomena.

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