

Conteúdo Programático, Bibliografia (indicação opcional) e Sistematização da Prova Prática (quando houver)

Edital UFRJ nº 54, de 30 de janeiro de 2024

Haverá Prova Prática: () Sim (X) Não

Unidade		
Código da Opção de Vaga	CP - 001	Departamento ou Programa / Setorização Definitiva
Conteúdo Programático	Programa de Pós Graduação em Administração / Marketing	
	PONTO 1 - Marketing e diversidade social. PONTO 2 - Marketing e os desafios do meio ambiente. PONTO 3 - Marketing internacional e diversidade cultural. PONTO 4 - Gestão de marca. PONTO 5 - Marketing e estratégias de entrada em mercados internacionais PONTO 6 - Criação de valor: a experiência do cliente. PONTO 7 - Marketing digital e métodos computacionais PONTO 8 - Gestão integrada de canais offline e online. PONTO 9 - Comunicação integrada de marketing no contexto digital. PONTO 10 - Inteligência Artificial e a evolução da pesquisa em marketing	
Bibliografia (indicação opcional)	Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2020). Global Marketing: Strategy, Practice, and Cases (3rd ed.). Routledge. https://doi.org/10.4324/9780429203343 Batra, R., & Keller, K. L. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i> , 80(6), 122–145. https://doi.org/10.1509/jm.15.0419 Berger, J., Humphreys, A., Ludwig, S., Moe, W. W., Netzer, O., & Schweidel, D. A. (2020). Uniting the Tribes: Using Text for Marketing Insight. <i>Journal of Marketing</i> , 84(1), 1-25. https://doi.org/10.1177/0022242919873106 Chandy, R. K., Johar, G. V., Moorman, C., & Roberts, J. H. (2021). Better Marketing for a Better World. <i>Journal of Marketing</i> , 85(3), 1–9. https://doi.org/10.1177/00222429211003690 Cui, T. H., Ghose, A., Halaburda, H., Iyengar, R., Pauwels, K., Sriram, S., Tucker, C., & Venkataraman, S. (2021). Informational Challenges in Omnichannel Marketing: Remedies and Future Research. <i>Journal of Marketing</i> , 85(1), 103–120. https://doi.org/10.1177/0022242920968810 Dalmoro, M., Pinto, D.C., Borges, A., & Nique, W. M. (2015). Global brands in emerging markets: The cultural antecedents of global brand preference. <i>Journal of Brand Management</i> , 22, 721– 736. https://doi.org/10.1057/bm.2015.39	

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Sistematização da Prova Prática	