

Disciplina	Marketing Estratégico
Créditos/Carga	2/30 horas-aula

Ementa
Neste módulo serão discutidos temas como: o mercado e suas necessidades; escolhas estratégicas, segmentação e posicionamento; criação de vantagens competitivas sustentáveis; atração dos consumidores, maximização de ativos e criação de valor; estratégias emergentes de marketing; estratégias de precificação, marketing digital.

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Journal of Marketing, 2016. ANDALEEB, Syed Saad. Market segmentation, targeting, and positioning. Strategic Marketing Management in Asia, p. 179-207, 2016. KEY, Thomas Martin. Domains of digital marketing channels in the sharing economy. Journal of Marketing Channels, v. 24, n. 1-2, p. 27-38, 2017. FELIX, Reto; RAUSCHNABEL, Philipp A.; HINSCH, Chris. Elements of strategic social media marketing: A holistic framework. Journal of Business Research, v. 70, p. 118-126, 2017. HE, H.; HARRIS, L. The impact of covid-19 pandemic on corporate social responsibility and marketing philosophy. Journal of Business Research, v. 116, p. 176-182, 2020. MORGAN, N. A.; WHITLER, K. A.; FENG, H.; CHARI, S. Research in marketing strategy. Journal of the Academy of Marketing Science, v. 47, n. 1, p. 4-29, 2019.