

PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO

MARKETING NAS ORGANIZAÇÕES

Código da disciplina	A316		
Tema da disciplina	Marketing Estratégico e Comportamento do Consumidor		
Carga horária	45 horas	Número de créditos	3
Tipo de componente	<input checked="" type="checkbox"/> Disciplina	<input type="checkbox"/> Tópicos especiais	<input type="checkbox"/> Seminário
Ementa	As origens e conceitos da estratégia e do marketing. Conceitos seminais do marketing estratégico e comportamento do consumidor. Taxonomia e estruturas integradoras para formulação e implementação das estratégias de marketing. Aprofundamento em consumo sustentável. Apresentação dos tipos de pesquisa em marketing estratégico e comportamento do consumidor: exploratória, descritiva e causal.		
Objetivos	<ul style="list-style-type: none"> - Estudar os conceitos básicos do marketing estratégico e do comportamento do consumidor. Aprofundar o conhecimento em estratégias de marketing dentre eles o consumo sustentável. - Saber aplicar e compreender os diferentes tipos de pesquisa na área de marketing e do comportamento do consumidor. 		
Conteúdo programático	Conceitos de Marketing 1.0,2.0, 3.0, 4.0 e 5.0 Origem da estratégia Conceito de marketing mix, posicionamento e segmentação Tópicos de marketing I Tópicos de marketing II Comportamento do Consumidor Consumo Sustentável Pesquisa exploratória em marketing e comportamento do consumidor Pesquisa Descritiva em marketing comportamento do consumidor Pesquisa Causal em marketing e comportamento do consumidor		
Metodologia	<ul style="list-style-type: none"> - Apresentação das leituras em forma de seminários. - Debate sobre leituras. - Entrega do artigo. 		
Avaliação	Participação Seminário Artigo		
Bibliografia	Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. <i>Journal of consumer research</i> , 31(4), 868-882.		



Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer research*, 15(2), 139-168.

Borden, N. H. (1964). The concept of the marketing mix. *Journal of advertising research*, 4(2), 2-7.

Brei, V. A., Farias, S. A. D., Matos, C. A. D., & Mazzon, J. A. (2017). Um guia de avaliação de artigos científicos em marketing. *Revista de Administração de Empresas*, 57, 391-400.

Carvalho, S. W., Mota, M. O., Souza, L. L. F., & Gerhard, F. (2024). Segmentation and Drivers of Beer Consumption in the Brazilian Market. *Brazilian Business Review*.

De Lima, M. P., Kraemer, F., & Rossi, C. A. V. (2014). A discussão epistemológica em marketing 1990-2010. *Revista Brasileira de Marketing*, 13(1), 133-143.

De Oliveira, S. L. I., do Amaral Moretti, S. L., & Silva, L. A. (2017). Os primeiros estudos em marketing: a influência da filosofia e das ciências nos primeiros estudos em marketing—uma análise da obra *Marketing Problems* de Melvin T. Copeland. *ReMark-Revista Brasileira de Marketing*, 16(4), 502-519.

Dohale, V., Gunasekaran, A., Akarte, M. M., & Verma, P. (2020). Twenty-five years' contribution of "Benchmarking: An International Journal" to manufacturing strategy: A scientometric review. *Benchmarking: An International Journal*, 27(10), 2887-2908.

Donthu, N., Kumar, S., Paul, J., Pattnaik, D., & Strong, C. (2022). A retrospective of the *Journal of Strategic Marketing* from 1993 to 2019 using bibliometric analysis. *Journal of Strategic Marketing*, 30(3), 239-259.

Donthu, N., Kumar, S., Ranaweera, C., Pattnaik, D., & Gustafsson, A. (2022). Mapping of journal of services marketing themes: a retrospective overview using bibliometric analysis. *Journal of Services Marketing*, 36(3), 340-363.

El-Ansary, A. I. (2006). Marketing strategy: taxonomy and frameworks. *European business review*, 18(4), 266-293.

Gwozd, W., Reisch, L. A., & Thøgersen, J. (2020). Behaviour change for sustainable consumption. *Journal of Consumer Policy*, 43(2), 249-253.

Han, R., Lam, H. K., Zhan, Y., Wang, Y., Dwivedi, Y. K., & Tan, K. H. (2021). Artificial intelligence in business-to-business marketing: a bibliometric analysis of current research status, development and future directions. *Industrial Management & Data Systems*, 121(12), 2467-2497.





Henderson, B. D. (1989). The origin of strategy. *Harvard business review*, 67(6), 139-143.

Houston, F. S. (1986). The marketing concept: what it is and what it is not. *Journal of marketing*, 50(2), 81-87.

Iyamabo, J., & Otubanjo, O. (2012). A three-component definition of strategic marketing. *International Journal of Marketing Studies*, 5(1), 16-33.

Kotler, P., Kartajaya, H., & Alaydrus, A. (2021). Megamarketing in the post-pandemic era: Rebalancing political and social power. *Journal of Macromarketing*, 41(2), 194-200.

Levitt, T. (1980). *Marketing success through differentiation-of anything* (pp. 83-91). Boston: Graduate School of Business Administration, Harvard University.

Macdonald, J. B., & Neupert, K. E. (2005). Applying Sun Tzu's terrain and ground to the study of marketing strategy. *Journal of Strategic Marketing*, 13(4), 293-304.

Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. *Marketing Letters*, 31(2), 137-149.

Maria Machado Toaldo, A., & Bins Luce, F. (2006). Estratégia de marketing: contribuições para a teoria em marketing. *Revista de Administração de Empresas*, 46, 1-11.

Morgan, N. A., Whitley, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. *Journal of the Academy of Marketing Science*, 47, 4-29.

Motta, A. M., & Iizuka, E. S. (2018). Análise da Produção do Journal of Marketing de 2014 A 2016. *Revista Brasileira de Marketing*, 17(4), 575-589.

Moutinho, L. (2000). Segmentation, targeting, positioning and strategic marketing. *Strategic management in tourism*, 16, 121-166.

Nicolas, C., Valenzuela-Fernández, L., & Merigó, J. M. (2020). Research trends of marketing: a bibliometric study 1990–2017. *Journal of Promotion Management*, 26(5), 674-703.

Nyrhinen, J., Sirola, A., Koskelainen, T., Munnukka, J., & Wilska, T. A. (2024). Online antecedents for young consumers' impulse buying behavior. *Computers in Human Behavior*, 153, 108129.

Oliveira, S. L. I., do Amaral Moretti, S. L., & Silva, L. A. (2017). Os primeiros estudos em marketing: a influência da filosofia e das ciências nos primeiros estudos em marketing—uma análise da obra





Marketing Problems de Melvin T. Copeland. *ReMark-Revista Brasileira de Marketing*, 16(4), 502-519.

Opreana, A., & Vinerean, S. (2015). A new development in online marketing: Introducing digital inbound marketing. *Expert Journal of Marketing*, 3(1).

Pathak, U., Kant, R., & Shankar, R. (2020). Price and profit decisions in manufacturer-led dual-channel supply chain configurations. *International Journal of Industrial Engineering Computations*, 11(3), 377-400.

Pessoa, R. A., Oliveira, O., & Souza, L. L. F. (2022). Factors that make a destination fascinating and motivate (re) visit. *Spanish Journal of Marketing-ESIC*, 26(2), 210-230.

Porter, M. E. (1996). What is strategy?. *Harvard business review*, 74(6), 61-78.

Rafiq, M., & Ahmed, P. K. (1995). Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics. *marketing intelligence & planning*, 13(9), 4-15.

Rossi, C. A. V., Bortoli, L. V., & Castilhos, R. B. (2014). Análise bibliométrica da contribuição de marketing para outras ciências. *Revista de Ciências da Administração*, 29-44.

Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of consumption: An ethnography of the new bikers. *Journal of consumer research*, 22(1), 43-61.

Shaw, E. H. (2012). Marketing strategy: From the origin of the concept to the development of a conceptual framework. *Journal of historical research in marketing*, 4(1), 30-55.

Sheth, J. (2021). New areas of research in marketing strategy, consumer behavior, and marketing analytics: the future is bright. *Journal of Marketing Theory and Practice*, 29(1), 3-12.

Silva, M. E., de Sousa-Filho, J. M., Yamim, A. P., & Diógenes, A. P. (2019). Exploring nuances of green skepticism in different economies. *Marketing Intelligence & Planning*.

Smith, W. R. (1956). Product differentiation and market segmentation as alternative marketing strategies. *Journal of marketing*, 21(1), 3-8.

Souza, L. L. F. D., Victor, C., Dumont, J. J. R., & Maia, L. M. (2023). Organic Cosmetics and the Use of Emotional Appeals. *Revista de Administração Contemporânea*, 27, e220089.





Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy less, buy luxury: Understanding and overcoming product durability neglect for sustainable consumption. *Journal of Marketing*, 85(3), 28-43.

Tezer, A., & Bodur, H. O. (2020). The greenconsumption effect: how using green products improves consumption experience. *Journal of Consumer Research*, 47(1), 25-39.

Thøgersen, J. (2022). We need a sustainable consumption pattern. *RAUSP Management Journal*, 57, 347-353.

Tynan, A. C., & Drayton, J. (1987). Market segmentation. *Journal of marketing management*, 2(3), 301-335.

Van Heerde, H. J., Moorman, C., Moreau, C. P., & Palmatier, R. W. (2021). Reality check: Infusing ecological value into academic marketing research. *Journal of Marketing*, 85(2), 1-13.

Varadarajan, R. (2015). Strategic marketing, marketing strategy and market strategy. *AMS review*, 5, 78-90.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1-17.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22-49.

Wongmonta, S. (2021). Marketing 5.0: The era of technology for humanity with a collaboration of humans and machines. *Nimitmai Review Journal*, 4(1), 83-97.

