

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4104	1/2020

DISCIPLINA: TÓPICOS ESPECIAIS EM MARKETING E CADEIAS PRODUTIVAS

Linha de Pesquisa: Marketing e Cadeias Produtivas

PROFESSOR: Juliano Domingues da Silva

EMENTA:

Estudo de temas contemporâneos relacionados com Marketing e Cadeias Produtivas.

CONTEÚDO PROGRAMÁTICO:

1. Abordagens integrativas entre marketing e cadeias produtivas

2 Estratégia de marketing

- 2.1 Estratégias de marca, posicionamento e segmentação
- 2.2 Estratégias de desenvolvimento de novos produtos
- 2.3 Estratégias de comunicação online e offline
- 2.4 Estratégias de canais e eficiência de arranjos de distribuição
- 2.5 Estratégias de precificação

3 Relacionamentos na cadeia produtiva

- 3.1 Customer relationship management (B2C)
- 3.2 Buyer-supplier relationship management (B2B)

4 Gestão da força de vendas

- 4.1 Sistemas de recrutamento, remuneração, avaliação e controle
- 4.2 Relacionamentos intraorganizacionais formais e informais
- 4.3 Recursos e capacidades da força de vendas

5 Marketing de serviços

- 5.1 Qualidade em serviços
- 5.2 Co-criação e a lógica dominante do serviço
- 5.3 Recuperação de serviços

6 Tópicos emergentes em Marketing e Cadeias Produtivas

- 6.1 Tecnologia e sua relação com marketing e cadeias produtivas
- 6.2 Artificial Intelligence and big data

CRITÉRIO DE AVALIAÇÃO:

Componente do curso	Peso
- Participação em classe	20%
- <i>Position paper</i>	30%
- <i>Short paper</i>	30%
- Análise de artigos	20%

BIBLIOGRAFIA

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