

PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO

PLANO DE ENSINO

ANO E SEMESTRE				
2021/2				
PROFESSOR(A)				
Ricardo Teixeira Veiga				
DISCIPLINA				CÓDIGO
Marketing Theory				CAD009
CARGA HORÁRIA	CRÉDITOS	HORÁRIO	BIMESTRE	DIA DA SEMANA
30 h.	02	08:00 – 11:45	1st.	Thursday
AUTORIZA A OFERTA DE MATRÍCULA NA MODALIDADE DISCIPLINA ISOLADA?				
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim – Número de vagas: 04				
AUTORIZA OFERTA DE MATRÍCULA DE GRADUANDO NA MODALIDADE DISCIPLINA ELETIVA?				
<input checked="" type="checkbox"/> Não <input type="checkbox"/> Sim – Número de vagas (até 2 vagas): ____				
A DISCIPLINA É MINISTRADA EM IDIOMA ESTRANGEIRO?				
<input type="checkbox"/> Não <input checked="" type="checkbox"/> Sim Qual: Inglês				
PROJETO(S) DE PESQUISA APROVADO(S) EM ÓRGÃO(S) DE FOMENTO QUE PODE(M) SER VINCULADO(S) À DISCIPLINA				
Double diploma in BRICS NU Master program «International Marketing and Business» by RUDN and UFMG				
AGÊNCIA(S) DE FOMENTO				
NÚMERO DE PROTOCOLO DO REGISTRO/DA APROVAÇÃO NA PLATAFORMA BRASIL (se for o caso)				
EMENTA				
<p>The course's overall purpose is to provide graduates with an analytical and critical view of marketing as a theoretical and applied discipline. For this, it is necessary to reach some intertwined objectives. Firstly, we must conceptualize the nature of marketing and understand its scope. Secondly, we have to debate what science, explanations, laws, and scientific theories are and how to develop them. Thirdly, we need to discuss the fundamental elements of truth, meaning, reality, and knowledge in marketing. Fourthly, we must present correlating disciplines, theoretical subareas, and marketing theories. Finally, we have to promote the critical analysis of the conceptual marketing development and of the perspective of designing long-range theories in marketing.</p>				

PROGRAMA		
<u>Topic</u>	<u>Class</u>	<u>Basic Reference</u>
Introduction	1	BS (2010): {1,2}
Marketing as science; model 3D	2	H2010: {1,2}; Papers {MM; EM}
Scientific explanations; disciplines underlying MT	3	H2010: {3,4}; BS (2010): {5,6}
Scientific laws; disciplines underlying MT	4	H2010: {5,6}; BS (2010): {7,8}
Scientific theories; marketing theories	5	H2010: {7,8}; BS (2010): {9,10,11}
R-A theory; disciplines underlying MT	6	H2010: {13,14,15}; BS (2010): {12,13}
Marketing theoretical subareas	7	BS (2010): {12,13,14,15}
Service-dominant logic; marketing theoretical subareas	8	BS (2010): {16,17,18,19}
BIBLIOGRAFIA BÁSICA		
[BS2010] BAKER. Michael J.; SAREN, Michael (org.). <i>Marketing theory: a student text</i> . 2nd ed. Sage, London.		
[H2010] HUNT, Shelby. <i>Marketing theory: foundations, controversy, strategy, Resource - Advantage Theory</i> . M. E. Sharpe, New York.		
[MSST2010] Maclaran, P., Saren, M., Stern, B., & Tadajewski, M. (eds) <i>The Sage Handbook of Marketing Theory</i> . London: Sage Publications.		
TEXTOS E DOCUMENTOS DISPONÍVEIS NA WEB		
Various papers at CAPES portal.		
SISTEMA DE AVALIAÇÃO		
<ul style="list-style-type: none"> ● Attendance: 08 (eight) points. ● Seminars: 40 (forty) points. ● Written works: 12 (twelve) points. ● Review exam: 40 (forty) points. 		
INFORMAÇÕES ADICIONAIS		
Distance learning course.		