

MKT SOCIAL

PROF. CLAUDIA ACEVEDO

CRONOGRAMA DAS AULAS

19	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. CAP 3
26	PALESTRA MKT SOCIAL
2 setembro	Scneider, Gustavo; Luce, Fernando Bins Luce. Marketing Social: Abordagem Histórica e desafios Contemporâneos. VI Encontro de Marketing da ANPAD. Gramado, RS. 25 a 27 de maio de 2014.
9	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. Cap 5 ANDREASEN, A. 1994. Social marketing: its definition and domain; Journal of Public and Policy and Marketing. v. 13. n. 1 pp. 108-14.
16	Marketing Week (Não haverá aula)
23	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. Cap 6 THACKERAY, Rosemary; NEIGER, Brad L.. Use of Social Marketing to Develop Culturally Innovative Diabetes Interventions. Diabetes Spectrum . Volume 16, Number 1, 2003.
30	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. Cap 7 3. KANAL, Koum, BUSCH-HALLEN, Jennifer, CAVALLI-SFORZA, Tommaso, CRAPE, Byron, - SMITASIRI, Suttita K. Weekly Iron-Folic Acid Supplements to prevent Anemia among Cambodian Women in three settings: Process and outcomes of social marketing and community mobilization. Nutrition Review , vol. 63, no 12, December 2005. p. 126133.

7 de outubro	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. Cap 8 4 OLSHEFSKY, Alisa M. ZIVE, Michelle M.; SCIKARU, Rosana; Zuniga, Maria. Promoting HIV risk awareness and testing in Latinos living on the US – Mexico border: the Tu no me conoces social marketing campaign. AIDS Education and Prevention, 19 (5); p. 422-435. 2007.
14	KOTLER, Philip. LEE, Nancy R. Marketing contra a Pobreza. Bookman, 2009. Cap 9 MENEZES, Adriana Gonçalves; SOUSA, Caissa Veloso. Comportamento do Doador de Sangue: uma análise a luz do Marketing Social. EMA, Gramado: 2014.
21	DARROW, William W.; BIERSTEKER, Susan. Short term Impact Evaluation of a social marketing Campaign to prevent Syphilis among men who have sex with men. American Journal of Public Health. Vol. 98. No. 2. February 2008.
28	Quinn, G. P. ; Bell-Ellison, B. A; loomis, W.; Tucci, M. Adolescent perception o violence: formative reseach findings from a social marketing campaign to reduce violence among middle school youth
4 de novembro	WETTSTEIN, D. ; SUGGS, LS; LELLIG, C. Social Marketing and Alcohol misuse prevention in German-speaking countries. Journal of Social Marketing, v. 2, n.3 2012. Pp.187-206.
11	Apresentação dos trabalho
18	Apresentação dos trabalho
25	Apresentação dos trabalho
2 de dezembro	Apresentação dos trabalho
9	Apresentação dos trabalho
16	Apresentação dos trabalho