MKT SOCIAL 2020

PROF. CLAUDIA ACEVEDO

CRONOGRAMA DAS AULAS

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| 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. |
| 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, Suttila 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 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 outubro | 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 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 dezembro | Apresentação dos trabalho |
| 9 | Apresentação dos trabalho |
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