

EACH – USP
Curso: Marketing
Disciplina: Marketing Social 2018
Docente: Prof. Dra. Claudia Rosa Acevedo

Ementa:

A disciplina abordará o conceito, as características e a aplicação do marketing social.

Objetivos:

- Apresentar e discutir as diferenciações entre o marketing tradicional e o marketing social.
- Familiarizar o aluno com trabalhos acadêmicos na área de marketing social.
- Mostrar aos alunos a aplicabilidade do conceito e técnicas de marketing social
- Apresentar como os conceitos de marketing tradicional são utilizados em marketing social

Avaliação:

Trabalho final: 100%

Referência Bibliográfica

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2. THACKERAY, Rosemary; NEIGER, Brad L.. Use of Social Marketing to Develop Culturally Innovative Diabetes Interventions. **Diabetes Spectrum**. Volume 16, Number 1, 2003.
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5. MENEZES, Adriana Gonçalves; SOUSA, Caissa Veloso. Comportamento do Doador de Sangue: uma análise a luz do Marketing Social. **EMA**, Gramado: 2014.

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