

DISCIPLINA MESTRADO: MARKETING, SOCIEDADE E SUSTENTABILIDADE

Carga horária: 04 h/a

Carga horária Total: 45 horas

Disciplina Optativa

DOCENTES: Prof. Dr. Marcelo L. D. S. Gabriel

EMENTA:

Expandir o conhecimento, a compreensão e as habilidades estratégicas de Marketing dos alunos para incorporar uma consideração crítica de questões e preocupações sociais, éticas e ambientais. Fornecer perspectivas teórico-metodológicas que possam ser aplicadas na intersecção academia e empresa e permitir a aplicação de práticas estratégicas de Marketing em contextos empresariais, sociais e sem fins lucrativos. O programa da disciplina contempla: Teoria dos *Stakeholders*, Responsabilidade Social Empresarial (RSE) e *Triple Bottom Line*; Evolução do pensamento em Marketing e Marketing no século 21; Marketing e sustentabilidade; Sociedade de consumo e comportamento do consumidor; Fomento ao consumo sustentável e Demarketing; O composto de Marketing em contextos de sustentabilidade econômica, social e ambiental; Estratégias de Marketing e sustentabilidade; Planejamento de Marketing; Tópicos emergentes em Marketing e sustentabilidade.

OBJETIVOS:

Ao final da disciplina os alunos devem estar aptos a:

- ✓ Identificar e examinar criticamente os impactos do Marketing na sociedade;
- ✓ Descrever e comparar os modelos existentes/vigentes de Marketing em seus aspectos econômicos, sociais e ambientais;
- ✓ Avaliar o valor estratégico da gestão das relações com os *stakeholders*, em uma perspectiva de Marketing societal;
- ✓ Diagnosticar problemas éticos complexos no Marketing estratégico e propor soluções apropriadas;
- ✓ Aplicar abordagens estratégicas de Marketing para questões econômicas, sociais e ambientais.

METODOLOGIA:

- ✓ Aulas expositivas
- ✓ Seminários de leituras obrigatórias
- ✓ Atividades em sala
- ✓ Palestras com convidados externos

CONTEÚDO PROGRAMÁTICO COM CRONOGRAMA:

Aula Nº	Conteúdo	Referências
Aula 1	Apresentação da disciplina e formas de avaliação Marketing sustentável e o macro-ambiente Evolução do pensamento em Marketing Marketing no século XXI	Richardson (2020) p 4-24 Belz e Peattie (2010) p 3-42 El-Ansary, Shaw e Lazer (2018) Van Dam e Apeldoorn (1996)
Aula 2	Cadeia de Suprimentos Verde (palestra) Prof. Dr. Fabio Y. Shibaó	
Aula 3	Marketing e a teoria dos <i>stakeholders</i>	Bhattacharya e Korschun (2008) Cronin <i>et al.</i> (2011) Murphy <i>et al.</i> (2005) Gonzalez-Padron, Hult e Ferrell (2016)
Aula 4	Marketing e a Responsabilidade Social Empresarial	Bhattacharya, Smith e Vogel (2004) Hunt (2017) Mishra e Modi (2016) Alrubaiee <i>et al.</i> (2017)
Aula 5	Marketing e o <i>Triple Bottom Line</i> (TBL)	Ozanne <i>et al.</i> (2016) Lunde (2018) Schulz e Flanning (2016) Svensson <i>et al.</i> (2016)
Aula 6	Sociedade de consumo e comportamento do consumidor	Assadourian (2010) Hofenk <i>et al.</i> (2019) O'Rourke e Ringer (2016) Sogari, Pucci Aquilani e Zanni (2017)
Aula 7	Consumo sustentável e Demarketing	Lee, Yapp e Levy (2016) Torres-Ruiz, Vega-Zamora, e Parras-Rosa (2018) Lim (2017) Kotler e Levy (1971) Lawther, Hastings e Lowry (1997) Ramirez, Tajdini e David (2017)
Aula 8	Composto de Marketing e Sustentabilidade	Kumar, Rahman, Kazmi e Goyal (2012) Pomering (2017) Pomering e Johnson (2018) Tollin e Christensen (2019)
Aula 9	Estratégia de Marketing Sustentável	Hunt (2011) Rudawska (2019) Calu, Negrei, Calu e Viorel (2016) Kemper e Ballantine (2019)

Aula 10	Planejamento de Marketing Sustentável	Kärnä, Hansen e Juslin (2003) Crittenden <i>et al.</i> (2011) Peattie (1999) Dangelico e Vocalelli (2017)
Aula 11	Tópicos emergentes em Marketing e Sustentabilidade	Yngfalk (2019) Aitken, Watkins e Kemp (2019) Kemper, Ballantine e Hall (2020) Groening, Sarkis e Zhu (2018)

AValiação de Aprendizagem com Instrumentos Aplicados:

Descrição da Atividade	Tipo da Atividade	Peso da Atividade
Seminário das leituras de cada aula	Grupo	40%
Elaboração de questões para discussão em sala de aula	Individual	40%
Participação em sala de aula	Individual	20%

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