



Gestão estratégica de marketing

1 – Ementa

Avaliação de desempenho em marketing. Dinâmica das estratégias mercadológicas. Elasticidade demanda. Indicadores de crescimento empresarial: participação e penetração de mercado, receita, lucro e valor da marca. Impacto de estratégias de marketing digital (online) e tradicional (offline). Estratégias de marketing do varejo e do fornecedor. Estratégias de lançamento de marcas no mercado. Formulação de estratégias de competitividade das marcas: preço premium e promocional, campanhas publicitárias, força da marca e diferenciação.

2 - Referências

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