

MARKETING SOCIAL E SUSTENTÁVEL

Ementa: Marketing e sociedade. Ética no Marketing. Objetivos de Desenvolvimento Sustentável. Marketing Social. Marketing Sustentável. Marketing Verde. Consumo Consciente. Consumo Sustentável. Bem-estar do consumidor. Vulnerabilidade do consumidor. Transformative Consumer Research - TCR. Responsabilidade Socioambiental Corporativa. Comércio justo.

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