



## **Teorias em Marketing**

### **1 – Ementa**

Epistemologia e desenvolvimentos teóricos. Teoria de marketing ou conjunto de teorias afins?. Marketing: teoria ou técnica?. Conceitos de marketing Multidisciplinaridade e Interdisciplinaridade de uma teoria de marketing. Fundamentos teóricos de marketing. Marketing nas teorias das organizações. Paradigmas do marketing. A revolução necessária de uma teoria do marketing.

### **2 - Referências**

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