DISCIPLINA: Teorias sobre cultura de consumo	**CÓDIGO**: PT00ADM007.1
PROFESSOR: Ronan Torres Quintão	

Nível	Mestrado
Caráter	Optativa
Carga Horária	30 horas
Créditos	2
Área de Concentração	Processos e Sistemas Decisórios
Linha de Pesquisa	Processos e Sistemas Decisórios em Arranjos Organizacionais

Ementa

Surgimento e evolução histórica da tradição de pesquisa de cultura de consumo (CCT), suas fronteiras e limites. Subculturas, comunidades, tribos e consumo. Identidade e ativismo. Marcas e cultura de consumo global. Mídia e mitos. Mercados, instituiçòes, sua dinâmica, evolução e criação. Riscos, relacionamentos e esolhas. Relevência da teoria de consumo na tomada de decião em marketing.

Objetivo

Familiarizar os alunos sobre os principais temas trabalhados na tradição de pesquisa sobre Cutura de Consumo (CCT). Construir uma base de conhecimento sobre o desenvolvimento histórico das teorias da cultura de consumo no campo de pesquisa de marketing. Desenvolver habilidades na identificação de questões de pesquisa interessantes e teoricamente importantes dentro da tradição de pesquisa de cultura de consumo. Identificar a rede de conceitos, teorias, métodos e conhecimentos práticos relacionados às perguntas de pesquisa propostas pelos trabalhos acadêmicos.

Interdisciplinaridade

Pré-requisitos	**Código**
Não tem	
Disciplinas para as quais é pré-requisito	
Não tem	

Unidades de ensino		**Carga-horária Horas/aula**
1	Surgimento e evolução histórica da tradição de pesquisa de cultura de consumo (CCT), suas fronteiras e limites	**4**
2	Subculturas, comunidades, tribos e consumo	**4**
3	Identidade e ativismo	**4**
4	Marca e cultura de consumo global	**4**
5	Mídia e mitos	**4**
6	Riscos, relacionamentos e esolhas	**4**
7	Mercados, instituições, sua dinâmica, evolução e criação	**6**
	Total	**30**

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