

Disciplina: Comportamento do Consumidor

Ementa

Este curso tem como objetivo o delineamento de conceitos, princípios e teorias de várias ciências sociais aplicadas que auxiliam a descrever e explicar o comportamento do consumidor. Processo de escolha do consumidor, seus determinantes e as implicações. Desenvolvimento de programas de pesquisa em marketing. Desenvolvimento de políticas públicas voltadas à defesa do consumidor.

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