

FORMULÁRIO DE CRIAÇÃO DE DISCIPLINA
CD-01

1	NOME DO PROGRAMA: Programa de Pós-Graduação em Administração - Mestrado Acadêmico em Administração				
2	Proposta de				
<input type="checkbox"/>	Criação de disciplina	<input type="checkbox"/>	Exclusão de disciplina da grade curricular	<input type="checkbox"/>	Mudança de denominação da disciplina
<input checked="" type="checkbox"/>	Alteração do nº de créditos da disciplina	<input type="checkbox"/>	Alteração de pré-requisitos	<input type="checkbox"/>	Outro

3	DISCIPLINA – Course/Discipline				
Nome: <u>Consumer Behaviour</u>					
Departamento responsável		Departamento de Ciências Administrativas (CAD)			
Data da Anuência do Departamento:			24 / 08 / 2021	Anexar documento	
Área de Concentração:		Gestão e Organizações			
Classificação:		<input type="checkbox"/>	Obrigatória	<input checked="" type="checkbox"/>	Optativa
Carga horária		Teórica:	30 horas		Total de <u>02</u> créditos
		Prática:			
Pré-requisitos:		<input checked="" type="checkbox"/>	Não	<input type="checkbox"/>	Sim:
A disciplina está sendo proposta para o(s) nível(is) de:					
<input type="checkbox"/>		Mestrado profissional		<input checked="" type="checkbox"/>	Mestrado acadêmico
<input type="checkbox"/>		Doutorado			


4	Justificativa / Justification
<p>This course is directed to line 1 of the PPGA.</p> <p>The discipline of consumer behaviour is treated as a management area, specifically, as a marketing school. The course studies theories and models used to better understand consumer buying and consumption behavior, which is essential for students who wish to develop their research in marketing and consumption.</p> <p>Knowing the market and the consumer is fundamental for the development of marketing strategies, providing the manager with information about purchase and consumption intentions.</p>	

5	<p>Objetivos / Goals</p> <p>It is expected that the student understands the importance of consumer behavior for managerial training, as well as a more specific knowledge of the theory of consumer behavior and the models of the main thinkers in the area. Knowledge of the discipline provokes a critical analysis of understanding consumption.</p>
6	<p>Ementa / Program</p> <ol style="list-style-type: none"> 1. The school of consumer behaviour as part of the Theory of Marketing. 2. The economic theory of consumer behaviour. 3. Contributions of psychology, sociology, anthropology, semiotics and history to consumer behaviour. 4. Methods and techniques of qualitative and quantitative scope in the study of consumer behaviour. 5. Classical and contemporary international and national studies on consumer behaviour. 6. Consumer behaviour models 7. International research: qualitative and quantitative articles on consumer behaviour 8. Applications and trends of consumer behaviour in academic research and contributions to organizations.

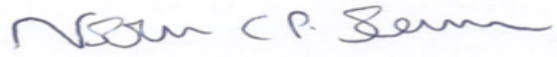
7	Bibliografia / Bibliography
----------	------------------------------------

(* Web: http://www.ufjf.br/danilo_sampaio/)

- AJZEN, I. The theory of planned behavior. Organizational behavior and human decision process, n. 50, p. 179-211, 1991. (*Access through the professor web)
- BLACKWELL, Roger D; MINIARD, Paul W; ENGEL, James F. Consumer behavior. 10th ed. USA: SouthWestern – Thomson Learning, 2005.
- CALDER, B. J.; TYBOUT, A. M. What consumer research is? Journal of Consumer Research, Chicago, v. 14, jun., p. 136-40, June, 1987.
- ENGEL, J. F.; BLACKWELL, R. D.; MINIARD, P. W. Comportamento do consumidor. 9. ed. São Paulo: Pioneira Thomson Learning, 2005.
- FAGUNDES, A. F. A.; VEIGA, R. T.; SAMPAIO, D. de O.; SOUSA, C. V. e; SANTANA, E. E. de P.; LARA, J. E. Um estudo sobre a satisfação do consumidor esportivo que frequenta estádios de futebol em Belo Horizonte. RECADM: Revista Eletrônica de Ciência Administrativa, v. 12, p. 121-135, 2013. GOMES, M. P. Antropologia: ciência do homem, filosofia da cultura. São Paulo: Contexto, 2008.
- GÖTZ, O.; LIEHR-GOBBER, K.; KRAFFT, M. Evaluation of structural equation models using the partial least squares (PLS) approach. In: V. Esposito Vinzi, W. W. Chin, J. Henseler & H. Wang (Eds). Handbook of partial least squares: concepts, methods, and applications. Berlin: Springer (in print), 2009.
- HAIR, J. F.; BLACK, W. C.; BABIN, B. J.; ANDERSON, R. E.; TATHAM, R. L. Análise multivariada de dados. Porto Alegre: Bookman, 2009.
- HAWKINS, D.; MONTHERSBAUGH, L.; BEST, R. J. Comportamento do consumidor: construindo a estratégia de marketing. Rio de Janeiro: Elsevier, 2007.
- HOLBROOK, M. B. What is consumer research? Journal of Consumer Research, Chicago, v. 14, 128-132, June 1987.
- HOWARD, J. A.; SHETH, J. The theory of buyer behavior. New York: John Wiley, 1969.
- HUNT, S. D. Marketing theory: conceptual foundations of research in marketing. Columbus: Grid Publishing Inc., 1976.
- _____. Foundations of marketing theory: toward a general theory of marketing. Armonk, NY: ME Sharpe, 2002.
- _____. Controversy in Marketing Theory: for reason, realism, truth, and objectivity. Armonk-NY: M. E. Sharpe, 2003.
- KEEN, A. O culto do amador: como blogs, MySpace, YouTube e a pirataria digital estão destruindo nossa economia, cultura e valores. Rio de Janeiro: Zahar, 2009.
- LEVY, S. J. Symbols for sale. Harvard Business Review, Boston, v. 4, n. 7, p. 117-29, 1959.
- MALHOTRA, N. Pesquisa de marketing: uma orientação aplicada. 4. ed. Porto Alegre: Bookman, 2006.
- McCRAKEN, G. Cultura e simbolismo: novas abordagens ao caráter simbólico dos bens e das atividades de consumo. Rio de Janeiro: Mauad, 2003.
- McDANIEL Jr., C; GATES, R. Pesquisa de marketing. São Paulo: Pioneira Thomson Learning, 2003.
- MOWEN, J.; MINOR, M. S. Comportamento do consumidor. São Paulo: Prentice Hall, 2003.
- NICOSIA, F. M. Consumer decision processes: marketing and advertising implications. Englewood Cliffs, NJ: Prentice-Hall, 1966.
- PERUGINI, M.; CONNER, M. Predicting and understanding behavioral volitions: the interplay between goals and behaviors. European Journal of Social Psychology, Hoboken, n. 30, p. 705-731, 2000.

8	Forma(s) de avaliação / Assessment <ul style="list-style-type: none"> • The note / concept will be based on individual and group work, which will be presented by the students, distributed as follows: <ul style="list-style-type: none"> • Critical reviews of articles: 30% (individual). • Participation in the debates and discussions of subjects related to the content of the discipline: 30% (individual). • Elaboration of a scientific article in the form of a theoretical essay, or bibliometric study, or theoretical-empirical study, or a review of the literature on the subjects studied with free choice: 40% (group). Suggested submission preparation for journal and/or congress. <p>Contato com o Prof. Danilo:</p> <ul style="list-style-type: none"> • E-mail: danilo.sampaio@ufjf.edu.br • Grupo de Pesquisa DESCOR: https://www.ufjf.br/descor/ • Site do professor: http://www.ufjf.br/danilo_sampaio/ • Instagram: @descor.ufjf <div style="text-align: center; margin-top: 20px;">  <p>DESCOR <small>GRUPO DE PESQUISA UFJF - PPQA - BRASIL</small></p> </div>
----------	---

9	DOCENTE(S) RESPONSÁVEL(IS) <p>Nome: Danilo de Oliveira Sampaio</p> <p><input checked="" type="checkbox"/> DOCENTE UFJF <input type="checkbox"/> DOCENTE EXTERNO - INSTITUIÇÃO:</p> <p>Nome:</p> <p><input type="checkbox"/> DOCENTE UFJF <input type="checkbox"/> DOCENTE EXTERNO - INSTITUIÇÃO:</p>
10	RECURSOS HUMANOS E MATERIAIS <p><input checked="" type="checkbox"/> Não serão necessários recursos humanos e/ou materiais adicionais em consequência da criação da disciplina.</p> <p><input type="checkbox"/> Serão necessários recursos humanos e/ou materiais em consequência da criação da disciplina. Citar e justificar.</p>

11	APROVAÇÃO
Aprovado pelo Colegiado do Programa em:	25 / 08 / 2021
	
Prof. Victor Cláudio Paradela Ferreira Coordenador do Mestrado Acadêmico em Administração	
Carimbo e Assinatura do(a) Coordenador/a	