



Afinal, o que é endomarketing? Estudo das estratégias de endomarketing de uma Universidade Comunitária do Rio Grande do Sul [

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text (article)

Analítica

This article sought to highlight internal marketing practices of a Community institution of higher education in Rio Grande do Sul, Brazil. To implement a program of internal marketing is necessary quite high administration effort and of the sectors involved, since its focus is easily diverted by detaining on simpler issues, important as they are, do not bring effective results and a consistent continuity. Through bibliographical research, semi-structured interviews with documentary and with those responsible for the institution's endomarketing program sought to characterize the program and analyze internal marketing practices in relation to the theoretical model proposed by Berry and Parasuraman (1992). This work argues that in order for an internal marketing program to succeed it is essential a constant alignment between the senior management (higher levels) with the other hierarchical levels. It is important to highlight that internal marketing is not legitimized by its methods, but by their purpose

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