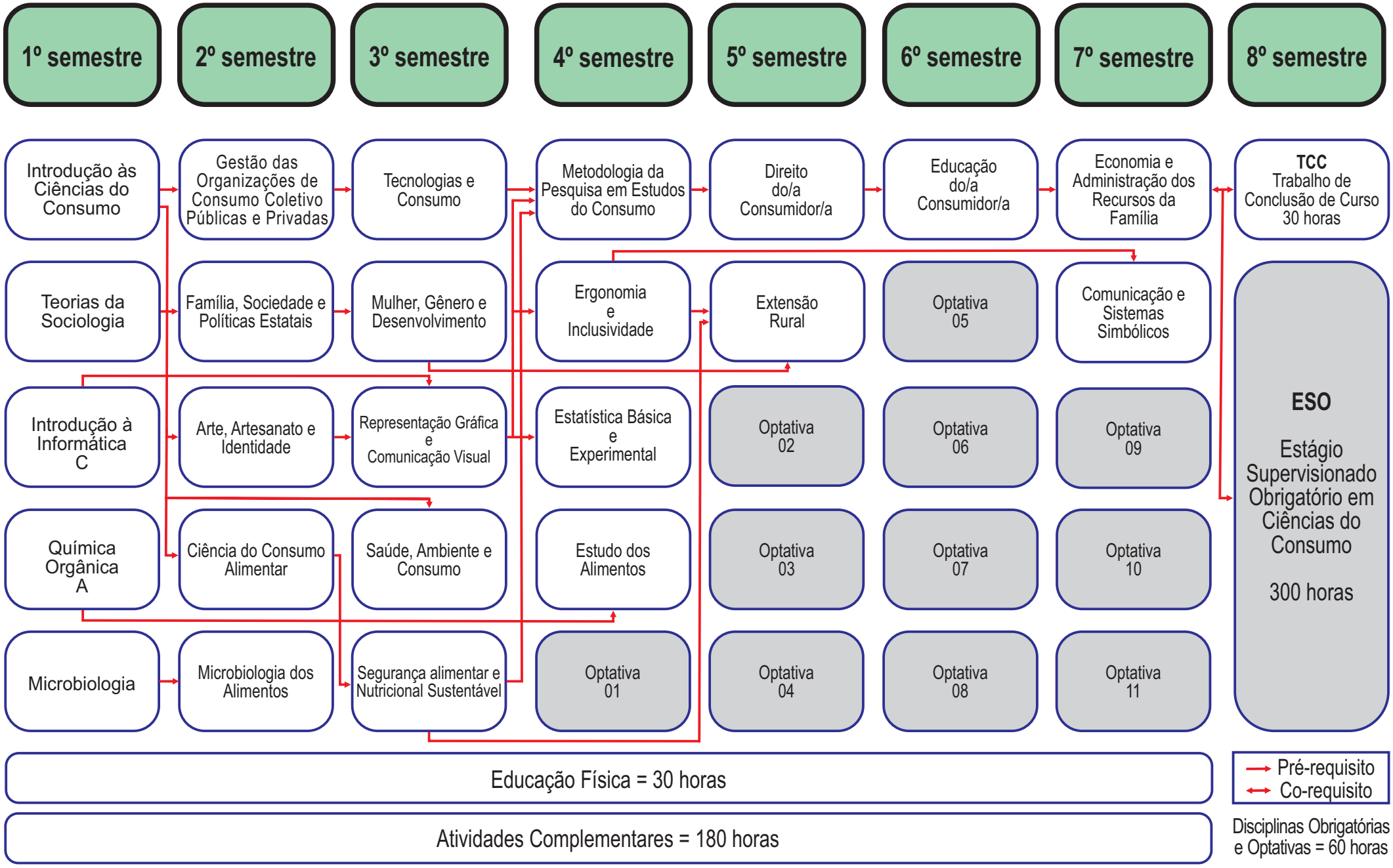MATRIZ CURRICULAR DO CURSO DE BACHARELADO EM CIÊNCIAS DO CONSUMO