



APPLIES TO ACADEMIC YEAR  
2001/2002

## MRK 9950 Bachelor thesis

### Program

The Bachelor's Program in Marketing - Information and Public Relations, The Bachelor's Program in Marketing - Internationalization and Management, The Bachelor's Program in Marketing Communication

### Responsible for the course

Line L Olsen

### Department

Marketing

### Term

Spring

### ECTS Credits

15

### Objective

The objective of the course is to train students to plan and carry out an independent research project within a certain time limit. The result is to be presented as a bachelor thesis that must meet scientific criteria concerning form and content.

### Prerequisites

Students are required to have in-depth knowledge of various subject areas and disciplines within their specialization. They also need to have a basic knowledge of research methods in the social sciences.

### Compulsory literature

The bachelor thesis must have a theoretical foundation. Required literature included in the study program is often not sufficient; students are responsible for finding supplementary literature. Their tutor or the library may be consulted for advice.

Troye, S.V. and K. Grønhaug. 2000. *Utredningsmetodikk: Hvordan skrive en utredning til glede for både deg selv og andre*. 4th ed. Oslo: Tano Aschehoug.

### Recommended literature

Johannessen, J.-A. and J. Olaisen. 1995. *Prosjekt: Hvordan planlegge, gjennomføre og presentere prosjettoppgaver, utredninger og forskning*. Bergen: Fagbokforlaget.

McDaniel, C. and R. Gates. 1999. *Contemporary marketing research*. 4th ed. Cincinnati, Ohio: South-Western College Publ.

Goksør, Gro. 2000. *Samfunnsvitenskapelig rapportskrivning: Studentlitteratur*. Sandvika: Handelshøyskolen BI.

### Course outline

While working on the bachelor thesis students are expected to develop a deeper insight into their chosen subject area in their specialization. The thesis should be written within the subject areas in which the available tutors are qualified, to ensure optimum assistance.

### Computer-based tools

Courses may be offered in the use of statistics programs (SPSS, MiniTab or similar) and in information searches in the library.

### Course structure

- Students fill in a registration form indicating their fields of interest.
- Tutors will be assigned to the students by the college administration.
- Lectures in research methodology will be given early in the semester
- Students are entitled to maximum 8 hours of seminars with the tutor
- Students are also entitled to maximum 5 hours of personal guidance per thesis. The student is responsible for contacting the tutor for personal guidance.

Guidance is given during the regular thesis term. The thesis may be written individually or in groups of 2-3 students. See also the section on "Handing in thesis" under "Administrative information".

The thesis shall as a rule be written within the specialization chosen by the student. In cases where several students are writing the thesis together, the students must have followed the relevant specialization.

**Evaluation**

The bachelor thesis is to be written in the course of one semester.

**Evaluation code(s)**

MRK 99501 bachelor thesis, which accounts for 100% of the grade in MRK 9950, 5 credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A re-sit is normally held in conjunction with the next course.