



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9950 Bachelor thesis

Program

Bachelor's Program in Market Communication, Bachelor's Program in Marketing , Bachelor's Program in Public Relations

Responsible for the course

Line L Olsen

Department

Marketing

Term

According to study plan

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. The prerequisites must be equivalent to 5 semesters at NMH.

Compulsory literature

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

Troye, S.V. og K. Grønhaug. 1993. *Utredningsmetodikk: Hvordan skrive en utredning til glede for både deg selv og andre* . 3. utg. Oslo: Tano Aschehoug.

Recommended literature

Frankfort-Nachmias, C. and D. Nachmias. 2000. *Research methods in the social sciences*. 6 th ed. New York: Worth Publ.

Yin, R. K. 2003. *Case study research: Design and methods*. Beverly Hills, Calif.: Sage Publications.

Eisenhardt, K. M. 1989. *Building Theories from Case Study Research* . *Academy of Management Review*, vol 4, no. 4. pp. 532-550

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 or equivalent software) and in information searches in the library. Blackboard will be used for publishing of lecture slides and other relevant materials. Internet access is therefor an advantage.

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
- Studentes are entiteled to maximum 8 hours of seminar with advisor.
- Students are also entitled to maximum 5 hours (only at NMH) of personal guidance per thesis. The student is responsible for contacting the advisor 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, 15 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A re-sit is held each semester.