



GJELDER FOR STUDIEÅRET 2005/2006

GRA 6426 International Marketing Management

Studium

Master of Science in Business, Master of Science in Business and Economics, Master of Science in Management, Master of Science in Marketing (Marketing), Master of Science in Marketing (påbyggingsår), Siviløkonomstudiet (spesialisering), Specialization Course

Kursansvarlig

Carl Arthur Solberg

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Doole, Isobel and Robin Lowe. 2005. International marketing strategy: Analysis, development and implementation. 4th ed. London: Thomson Learning

Anbefalt litteratur

Annet:

Text books and articles pertaining to the topic of the chosen term paper. UN publications, government white papers, newspapers/magazine articles, academic articles etc are all relevant.

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

