



APPLIES TO ACADEMIC YEAR 2005/2006

NVH 2300 Web-based Retailing and Communication

Program

Bachelor in Retail Management (3. year)

Responsible for the course

Arne Osvik

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

Prerequisites

Compulsory literature

Books:

Turban, Efraim. [et.al.]. 2004. Electronic commerce 2004: a managerial perspective. 3rd ed. Upper Saddle River. N.J.: Prentice Hall. Kapittel 1- 13 samt 17, tilsammen ca 500 sider.

Recommended literature

Books:

Larsen, Nils Magne. 2003. Markedsføring over Internett : fra teknologi til lønnsomhet. Bergen: Fagbokforlaget

Silverstein, Barry. 2002. Business-to-business Internet marketing: seven proven strategies for increasing profits through Internet direct marketing. 4th ed. Gulf Breeze, Fla: Maximum Press

Course outline

Computer-based tools

Course structure

Evaluation

Evaluation code(s)

Aids at the examination

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.

