



GJELDER FOR STUDIEÅRET 2006/2007

GRA 4145 Brand Management

Studium

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

Kursansvarlig

Bendik Samuelsen

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Keller, Kevin Lane. 2003. Strategic brand management: Building, measuring, and managing brand equity. 2nd ed. Upper Saddle River, N.J.: Prentice Hall

Anbefalt litteratur

Bøker:

De Chernatony, Leslie. 2001. From brand vision to brand evaluation: Strategically building and sustaining brands. Oxford: Butterworth Heinemann

Kapferer, Jean-Noël. 2004. The New Strategic brand management: Creating and sustaining brand equity long term. 3rd ed. London: Kogan. Chapter 3

Riezebos, Rik, Bas Kist and Gert Koostra. 2003. Brand Management : a theoretical and practical approach. Harlow, N.J.: Financial Times/Prentice Hall

Aaker, David A. 1996. Building strong brands. New York: The Free Press. Chapters 3-5

Aaker, David A. and Erich Joachimsthaler. 2000. Brand leadership. New York: The Free Press.

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon