



GJELDER FOR STUDIEÅRET 2006/2007

GRA 6420 Pricing Strategies and Tactics

Studium

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

Kursansvarlig

Ragnhild Silkoset

Institutt

Markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Mål

Forkunnskaper

Obligatorisk litteratur

Annet:

A reading list of articles and cases will be provided in class. .

Anbefalt litteratur

Bøker:

Monroe, Kent. 2003. Pricing: making profitable decisions. 3rd ed. Boston: McGraw Hill/Irwin
Nagle, Thomas T. and Reed K. Holden. 2002. The strategy and tactics of pricing: a guide to profitable decision making. 3rd ed. Upper Saddle River: Prentice Hall

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon