



GJELDER FOR STUDIEÅRET 2006/2007

GRA 6426 International Marketing Management

Studium

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

