



APPLIES TO ACADEMIC YEAR 2006/2007

## 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.]. 2006. Electronic commerce 2006: a managerial perspective. 5th ed. Upper Saddle River, N.J. : Pearson/Prentice Hall. Kapittel 1-7, 9-10 og 13 samt 14.1-14.4, 16.6-16.8 og 17.1-17.2, 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.

