



GJELDER FOR STUDIEÅRET 2008/2009

GRA 4145 Brand Management

Studium

Master i markedsføring - Sivilmarkedsfører, Master i økonomi og ledelse - Siviløkonom, Master i økonomi og ledelse - Siviløkonom (Marketing), Specialization Course

Kursansvarlig

Bendik Samuelsen

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

The course description is available in English only, please see the English course description

Læringsutbytte

Forkunnskaper

Obligatorisk litteratur

Bøker:

Keller, Kevin Lane. 2008. Strategic brand management: Building, measuring, and managing brand equity. 3rd ed. Upper Saddle River, N.J.: Prentice Hall

Annet:

A list of articles (content subject to update until course start) will be posted at the first day of class. Articles can be downloaded from the BI Library's online resources

Anbefalt litteratur

Bøker:

De Chernatony, Leslie. 2006. From brand vision to brand evaluation: The strategic process of growing and strengthening brands. 2nd ed. Oxford: Butterworth Heinemann

Kapferer, Jean-Noël. 2008. The New Strategic brand management: Creating and sustaining brand equity long term. 4th ed. London: Kogan. Chapter 3

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

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

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon