



GRA 6435 Marketing Finance

Studium

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

Kursansvarlig

Tor W Andreassen

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:

Best, Roger J.. 2008. Market-based management : Strategies for growing customer value and profitability. 5th ed. Upper Saddle River, N.J.: Pearson/Prentice Hall

Gupta, Sunil & Donal R. Lehmann. 2005. Managing customers as investments: The strategic value of customers in the long run. Upper Saddle River: Wharton School Publishing. Chapters 1-4

Artikkelsamling:

A collection of scientific articles from journals as Journal of Marketing, Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics, Journal of Research in Management

Anbefalt litteratur

Bøker:

Andreassen, Tor W.. 2006. Kunderelasjoner: Markedsføringens økonomiske ansvar. Oslo: Universitetsforlaget

Johnson, Michael D. & Anders Gustafsson. 2000. Improving customer satisfaction, loyalty, and profit: An integrated measurement and management system. San Francisco: Jossey-Bass

Lehmann, Donald R & David J. Reibstein. 2006. Marketing metrics and financial performance. Cambridge, Mass.: Marketing Science Institute

Rust, Roland T., Katherine N. Lemon & Das Narayandas. 2004. Customer equity management. Upper Saddle River, N.J. : Pearson Education/Prentice Hall

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon