



GJELDER FOR STUDIEÅRET 2009/2010

GRA 6435 Marketing Finance

Studium

Advanced Specialization Course (MSc), Master i strategisk markedsføringsledelse, Master i økonomi og ledelse - Siviløkonom (Marketing)

Kursansvarlig

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

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

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Best, Roger J. 2009. Market-based management : strategies for growing customer value and profitability. 5th ed. Upper Saddle River, N.J. : Pearsons/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

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Anbefalt litteratur

Bøker:

Andreassen, Tor Wallin. 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

Lærepromess og tidsbruk

Eksamen

Eksamenskoder(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon