



APPLIES TO ACADEMIC YEAR 2009/2010

VHL 3407 Corporate Reputation in Retail Management

Programme

Bachelor in Retail Management (1. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Brønn, Peggy Simcic og Øyvind Ihlen. 2009. Åpen eller innadvendt : omdømmebygging for organisasjoner. Oslo : Gyldendal akademisk. 255 sider

Hatch, Mary Jo & Majken Schultz. 2008. Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding. San Francisco, Calif. : Jossey-Bass. 288 sider

Recommended reading

Books:

Apeland, Nils M. 2007. Det gode selskap - omdømmebygging i praksis. Høvik : Hippocampus
Harr, Erik. 2006. Medielobbyisme : kunsten at sette en dagsorden. København : Børsen. hele boken

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Exam code(s)

Examination support materials

Re-sit examination

Additional information