



GJELDER FOR STUDIEÅRET 2010/2011

GRA 6435 Marketing Finance

Studium

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

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

The students will gain a deeper understanding of value creation and firm value and be able to perform calculations estimating customer life time value

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. : 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

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:

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

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon