



APPLIES TO ACADEMIC YEAR 2011/2012

BTH 3106 Bachelor Thesis - Strategic Brand Management

Programme

Bachelor in Marketing (3. year)

Responsible for the course

Elisabeth Falck

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Recommended reading

Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. Høyskoleforlaget

Leedy, Paul D. and Jeanne Ellis Ormrod. 2010. Practical research : planning and design.. 9th ed. Pearson Educational International

Mitchell, Mark and Janina M. Jolley. 2009. Research design explained. 7th ed. Thomson Wadsworth

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information