



APPLIES TO ACADEMIC YEAR 2011/2012

BTH 3203 Bachelor Thesis - Sales Management and Personal Sales

Programme

Bachelor in Marketing (3. year)

Responsible for the course

Gorm Kunøe

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Løwendahl, Bente R., og Fred Wenstøp. 2008. Skriv gode oppgaver! : praktisk innføring i bruk av informasjon, effektiv skriving og samarbeid med bedrifter og andre organisasjoner. Cappelen akademisk

Saunders, Mark N.K., Philip Lewis, Adrian Thornhill. 2009. Research methods for business students. 5th ed. Pearson Education

Recommended reading

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information