



GJELDER FOR STUDIEÅRET 2011/2012

## **GRA 6436 Managing Business-to-Business Relationships**

### **Studium**

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

### **Kursansvarlig**

Kenneth H. Wathne

### **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**

#### **Annet:**

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

Selected articles from e.g., Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Management Science, American Journal of Sociology, American Sociological Review, Journal of Law, Economics and Organization, Journal of Law and Economics, Journal of Financial Economics, Bell Journal of Economics, Managerial and Decision Economics, as well as a selection of book chapters.

### **Anbefalt litteratur**

### **Emneoversikt**

### **Dataverktøy**

### **Læreprosess og tidsbruk**

### **Eksamen**

### **Eksamenskode(r)**

**Hjelpemidler til eksamen**

**Kontinuasjon**

**Tilleggsinformasjon**