



GJELDER FOR STUDIEÅRET 2011/2012

GRA 6438 Research Methodology - Marketing

Studium

Master i internasjonal markedsføring og ledelse, Master i strategisk markedsføringsledelse

Kursansvarlig

Even Johan Lanseng

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Easterby-Smith, Mark, Richard Thorpe and Paul R. Jackson. 2008. Management research. 3rd ed. Sage

Artikler:

Various stand alone articles that students are required to download from available database resources at BI.

Artikkelsamling:

Article collection consisting of articles and book chapters that cannot be accessed by database resources available to students.

Annet:

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

Saunders, Mark N.K., Philip Lewis, Adrian Thornhill. 2009. Research methods for business students. 5th ed. Pearson Education. Chapter 3: Critically reviewing the literature, pp.58-101. Available electronically

The national committees for research ethics. 2006. Guidelines for research ethics in the social sciences, law and the humanities

Anbefalt litteratur

Bøker:

Dillman, Don A., Jolene D. Smyth and Leah Melani Christian. 2009. Internet, mail, and mixed-mode surveys : the tailored design method. 3rd ed. John Wiley

Iacobucci, Dawn and Gilbert A. Churchill. 2009. Marketing research : methodological foundations. 10th ed. South-Western/Thomson Learning

Shadish, William R., Thomas D. Cook, Donald T. Campbell. 2002. Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon