



APPLIES TO ACADEMIC YEAR 2012/2013

## BIK 2936 Dialogue Marketing

### Programme

Single courses

### Responsible for the course

Gorm Kunøe

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

### Learning outcome

### Prerequisites

### Compulsory reading

#### Books:

Safko, Lon , David K. Brake. 2012. The social media bible : tactics, tools, and strategies for business success. 3rd ed. Wiley. kap 1,2,3,20,21,22,24,25,39, 40, 41 og 43

Spiller, Lisa, Martin Bayer. 2012. Contemporary direct & interactive marketing. 3rd ed. Pearson Education. 450

### Recommended reading

#### Books:

Stone, Bob and Ron Jacobs. 2008. Successful direct marketing methods : interactive, database, and customer-based marketing for digital age. 8th ed. McGraw-Hill

#### Articles:

Kunøe, Gorm. Interaktiv kommunikasjon. Handelshøyskolen BI. Artikkelsamlingen omfatter følgende artikler ;

1)

Barwise, Patrick. 2002. "Permission-Based Mobile Advertising". Journal of Interactive Marketing. Vol 16/ No.1/ Winter. (10 sider )

2)

Dommeyer, Curt J. og Gross, Barbara L. 2003. "What Consumers Know and What They Do: An Investigation of Consumer Knowledge, Awareness, and Use of Privacy Protection Strategies". Journal of Interactive Marketing. Vol 17/ No. 2/ Spring (17 sider)

3)

Gupta, Sunil og Lehmann, Donald R. 2003. "Customers As Assets. Journal of Interactive Marketing. Vol 17/ No. 1/ Winter (15 sider)

4)

Heilman, Carrie M., Kaefer, Fredrick og Ramenofsky, Samuel D. 2003. Determining the Appropriate Amount of Data for Classifying Consumers for Direct marketing Purposes". Journal of Interactive Marketing. Vol 17/ No. 3/ Summer (23 sider)

5)

Mathwick, Charla. 2002. "Understanding the online Consumer: A Typology of Online Relational Norms and Behavior". Journal of Interactive Marketing. Vol 16/ No. 1/ Winter (15 sider)

6)

Montoya-Weiss, Mitzi M., Voss, Glenn B. Og Grewal, Dhruv. 2003. "Determinants of Online Channels Use and Overall Satisfaction With a Relational Multichannel Service Provider". Journal of the Academy of Marketing Science. Vol. 31, No. 4. (10 sider)

**Course outline**

**Computer-based tools**

**Learning process and workload**

**Examination**

**Examination code(s)**

**Examination support materials**

**Re-sit examination**

Re-sit at the next ordinary exam.

**Additional information**