



APPLIES TO ACADEMIC YEAR 2012/2013

BTH 3630 Bachelor Thesis in Marketing

Programme

Bachelor in Marketing (3. year)

Responsible for the course

Arne Nygaard, Kjell Reidar Bygnes

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:

Ghuri, Pervez N., Kjell Grønhaug. 2010. Research methods in business studies. 4th ed. Financial Times Prentice Hall

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information

