



GJELDER FOR STUDIEÅRET 2012/2013

DRE 2012 Dynamic Marketing Models

Studium

Marketing

Kursansvarlig

Kenneth H. Wathne, Koen Pauwels

Institutt

Institutt for markedsføring

Semester

Vår

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Artikkelsamling:

A complete list of articles and book chapters will be distributed during the first meeting. Articles will be selected from Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Quantitative Marketing and Economics, International Journal of Research in Marketing, Journal of Business and Economic Statistics, 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, Journal of Industrial Economics, Bell Journal of Economics, Managerial and Decision Economics.

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon