



GJELDER FOR STUDIEÅRET 2012/2013

GRA 6436 Managing Business-to-Business Relationships

Studium

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

Kursansvarlig

Jon Bingen Sande

Institutt

Institutt for markedsføring

Semester

Høst

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