



GJELDER FOR STUDIEÅRET 2012/2013

## GRA 6438 Research Methodology - Marketing

### Studium

Master i internasjonal ledelse, Master i strategisk markedsføringsledelse

### Kursansvarlig

Even Johan Lanseng, Rutger Daniel van Oest

### Institutt

Institutt for markedsføring

### Semester

Vår

### Studiepoeng

6

### Undervisningsspråk

Engelsk

### Innledning

### Læringsmål

### Forkunnskaper

### Obligatorisk litteratur

#### Bøker:

Easterby-Smith, Mark, Richard Thorpe, Paul R. Jackson. 2012. Management research. 4th ed. Sage

Saunders, Mark, Philip Lewis and Adrian Thornhill. 2012. Research methods for business students. 6th ed. Financial Times Prentice Hall. Chapter 3: Critically reviewing the literature, pp.70-124. Will be available electronically

#### 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.

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, Gilbert A. Churchill. 2010. Marketing research : methodological foundations. 10th ed. South-Western/Cengage 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**