



GJELDER FOR STUDIEÅRET 2012/2013

MBA 2392 Marketing Management

Studium

Master of Business Administration - China, Master of Business Administration (MBA) - Core

Kursansvarlig

Lu Xiongwen

Institutt

Institutt for markedsføring

Semester

Studiepoeng

4

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Capon, Noel and James M. Hulbert. 2001. Marketing management in the 21st Century. Prentice Hall

Artikler:

Cornelissen, Joep P. 2003. Change, continuity and progress : the concept of integrated marketing communication and marketing communications practice. Journal of strategic marketing. 11. p. 217-234

Haakanson, H. and I. Shehota. 1999. "No business is an Island". Scandinavian journal of management. 4 (3)

Kohli, A. and B. Jaworski. 1993. "Market orientation: antecedents and consequences". Journal of marketing. Vol. 54. pp. 1-18

Noble, C.H. and M.P. Mokwa. 1999. "Implementing marketing strategies". Journal of marketing. Vol. 63

Selnes, Fred and Michael D. Johnson. 2004. "Customer portfolio management: toward a dynamic theory of exchange relationships". Journal of marketing. 68 (2). pp. 1-17

Thjømøe, Hans Mathias. 2003. "The product and the added value : conceptual models for defining, building and communicating the brand". In 2nd International Conference on Research in Advertising. University of Amsterdam

Webster, Frederic E. 1992. "The changing role of marketing in the corporation". Journal of marketing. 56 (October). pp. 1-17

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon