



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 2501 Bachelor thesis in Marketing Communication - RE-SIT EXAMINATION

Programme

Re-sit examination

Responsible for the course

Kjell Reidar Bygnes

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

In the course of Bachelor in Marketing Communication program all students are required to write a thesis. The thesis shall be written in groups of two/three students, working together. In special cases individual students may be granted exemption from this rule and be permitted to write an individual thesis.

Objective

The objective of the course is to train students to plan and carry out an independent research project within a certain time limit. The result is to be presented as a bachelor thesis that must meet scientific criteria concerning form and content. The purpose is to provide students with knowledge, skills and personal attributes that is important qualities in any form of research.

Prerequisites

Students are required to have in-depth knowledge within their specialization. They also need to have a basic knowledge of research methods in the social sciences.

Compulsory reading

Books:

Saunders, Mark N.K., Philip Lewis, Adrian Thornhill. 2009. Research methods for business students. 5th ed. Essex : Pearsom Education

Recommended reading

Books:

Bente R. Løvendahl og Fred Wenstøp. 2008. Skrive gode oppgaver!. Oslo: Cappelen Akademisk

Brian White. 2000. Dissertation Skills. London: Cengage Learning

Course outline

The students are responsible for selecting a topic or problem area that are suitable for their thesis.

Computer-based tools

Courses may be offered in the use of statistics programs (SPSS or equivalent software) and information searches in the library.

Course structure

The students needs to fill in a thesis registration form indicating a possible topic/problem area. A thesis advisor is then appointed.

The course takes place over one semester. It comprises both seminars and supervision. There are four seminars, with four student groups per session. In addition, each student group received up to five hours' individual supervision.

The seminars are compulsory. Students who have not participated in the seminars and/or have not handed in their folders can be called in for an oral examination.

Examination

The final thesis is evaluated by the thesis advisor and an external examiner. Students may be called upon to orally defend their thesis.

Examination code(s)

MRK 25011 Bachelor thesis accounts for 100% of the grade in MRK 2501 Bachelor thesis in Marketing Communication, 15 ECTS credits.

Examination support materials

All aids are permitted.

Re-sit examination

This course was taught for the last time spring 2011. A re-sit exam will be offered every term even spring 2013.

Additional information