



APPLIES TO ACADEMIC YEAR 2012/2013

## **MRK 3690 Bachelor thesis in Marketing Communication**

### **Programme**

Bachelor in Market Communication (3. year)

### **Responsible for the course**

Elisabeth Falck

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

Saunders, Mark N.K., Philip Lewis, Adrian Thornhill. 2012. Research methods for business students. 6th ed. Financial Times Prentice Hall

### **Recommended reading**

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Use of hours**

### **Examination**

### **Examination code(s)**

### **Examination support materials**

### **Re-sit examination**

### **Additional information**

