



APPLIES TO ACADEMIC YEAR 2012/2013

## **NVH 3103 Retail Organization**

### **Programme**

Program in Store Management

### **Responsible for the course**

Jan Ivar Fredriksen

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

### **Compulsory reading**

#### **Books:**

Framnes, Runar, Arve Pettersen og Hans Mathias Thjømøe. 2011. Markedsføringsledelse. 8. utg. Universitetsforlaget. ca 340 sider/kapitlene 1-4, 6, 9-11 og 15

Fredriksen, Jan Ivar. 2010. Varehandelsledelse. Fagbokforlaget. ca 150 sider/kapitlene 1-5 og 11-12

### **Recommended reading**

#### **Journals:**

Bransjetidsskrifter fra detaljistbransjene

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Examination**

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

### **Examination support materials**

### **Re-sit examination**

## **Additional information**