



APPLIES TO ACADEMIC YEAR 2013/2014

BTH 3630 Bachelor Thesis in Marketing

Programme

Bachelor of Marketing (3. year)

Responsible for the course

Tor Morten Løland

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

This course is for all students in the programme Bachelor of Marketing who are not taking any specialization (30 ECTS credits).

The Bachelor Thesis is a large independent body of work, where the students show that they can relate to a business topic and perform a valid analysis of this. The Bachelor Thesis is a compulsory part of the study programme. The thesis is written individually or in groups of no more than three students, when this is recommended.

Learning outcome

- The students are required to comprehend how to perform and complete an independent analysis within a given time frame.
- The students are required to gain knowledge of the chosen topic for the thesis, supported by relevant teaching literature and scientific articles.
- The students should know how to fulfil scientific requirements regarding form and content of a thesis.

Acquired knowledge

Acquired skills

- How to identify theories and methods relevant to the thesis.
- How to use central theories and methods to perform an analysis of the chosen topic.
- How to gather, evaluate and critically interpret information relevant to the thesis.
- How to write a thesis that is well structured and with a logical composition.

Reflection

The students should develop ability for critical reflection, and how to evaluate an issue within the field of marketing from different points of view. The students should also be aware of ethical conflicts related to issues of marketing.

Prerequisites

The course is built upon the content of the programme.

Compulsory reading

Recommended reading

Books:

Ghauri, Pervez N., Kjell Grønhaug. 2010. Research methods in business studies. 4th ed. Financial Times Prentice Hall

Course outline

The topic of the thesis should be chosen by the student, and must be grounded in what is taught in the programme. A closer description of requirements and framework will be given during the start of the course.

Computer-based tools

Qualitative or quantitative analysis software relevant to the thesis. Searches in databases and on the Internet will be of great importance.

Learning process and workload

The students are expected to take responsibility for their work on the thesis. Guidance and seminars will be based on the assumption that the students have prepared for such sessions beforehand, so that they have a basis for discussion and guidance.

The students have to fill out a registration from no later than 1st of November where the topic is to be stated. After this the students will be assigned an supervisor. The course takes place over one semester and contains both seminars and guidance. [Guidelines for writing Bachelor thesis are to be found on the web-site @BI.](#)

The course has 4 seminars. For each seminar the students are expected to prepare and perform a presentation, and/or hand in material beforehand.

3 hours of individual guidance is offered for each thesis. The seminars are obligatory. Students who does not participate in the seminars and/or have not handed in documentation must expect to be called in for an oral hearing.

Activity	Hours
Attendance at the introductory lecture	2
Attendance at information session provided by the library	2
Preparation for seminars	40
Work on hand-ins during the course	80
Attendance at seminars - 4x2 hours	8
Work on the thesis	265
Individual guidance	3
Total use of hours recommended	400

Use of hours

Examination

The course is concluded by the hand-in of the thesis. The assessment of the Bachelor Thesis counts for 100% of the final grade. The thesis can be written individually or in a group of no more than three students. It is recommended for students to work in groups.

Examination code(s)

BTH 36301 Bachelor Thesis in Marketing, counts for 100% of the grade in the course BTH 3630, 15 ECTS credits

Examination support materials

All support materials are allowed for the Bachelor Thesis

Re-sit examination

A re-sit is possible in connection with the next ordinary course

Additional information