



GJELDER FOR STUDIEÅRET 2013/2014

GRA 4145 Brand Management

Studium

Master i strategisk markedsføringsledelse, Master i økonomi og ledelse - Siviløkonom, Master i økonomi og ledelse - Siviløkonom (Marketing), Specialization Course

Kursansvarlig

Bendik Samuelson

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

The course description is available in English only, please see the English course description

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Keller, Kevin Lane. 2013. Strategic brand management : building, measuring, and managing brand equity. 4th ed. Pearson

Artikkelsamling:

Compendium of articles will be available to buy from the document centre

Annet:

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Anbefalt litteratur

Bøker:

De Chernatony, Leslie. 2010. From brand vision to brand evaluation : the strategic process of growing and strengthening brands. 3rd ed. Elsevier/Butterworth-Heinemann

Kapferer, Jean-Noël. 2012. The new strategic brand management : advanced insights and strategic thinking. 5th ed. Kogan Page. Chapter 3

Aaker, David A. 1996. Building strong brands. Free Press. Chapters 3-5

Aaker, David A., Erich Joachimsthaler. 2000. Brand leadership. Free Press

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon