



GJELDER FOR STUDIEÅRET 2013/2014

GRA 6440 User-driven Innovations

Studium

Master i strategisk markedsføringsledelse

Kursansvarlig

Alexander Vossen

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Annet:

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

Selected articles from e.g., Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Management Science, MIT Sloan Management Review, California Management Review, Harvard Business Review, as well as a selection of book chapters.

Selected Harvard Business School Teaching Cases.

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon