



APPLIES TO ACADEMIC YEAR 2013/2014

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