



GJELDER FOR STUDIEÅRET 2014/2015

## DRE 2012 Dynamic Marketing Models

**Studium**  
Marketing

**Kursansvarlig**  
Kenneth H. Wathne, Koen Pauwels

**Institutt**  
Institutt for markedsføring

**Semester**  
Se studieplan for aktuelt studium

**Studiepoeng**  
6

**Undervisningsspråk**  
Engelsk

**Innledning**

**Læringsmål**

**Forkunnskaper**

**Obligatorisk litteratur**

**Artikkelsamling:**

A complete list of articles and book chapters will be distributed during the first meeting. Articles will be selected from Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Quantitative Marketing and Economics, International Journal of Research in Marketing, Journal of Business and Economic Statistics, Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Management Science, American Journal of Sociology, American Sociological Review, Journal of Law, Economics and Organization, Journal of Law and Economics, Journal of Financial Economics, Journal of Industrial Economics, Bell Journal of Economics, Managerial and Decision Economics.

**Anbefalt litteratur**

**Emneoversikt**

**Dataverktøy**

**Læreprosess og tidsbruk**

**Eksamen**

**Eksamenskode(r)**

**Hjelpemidler til eksamen**

**Kontinuasjon**

**Tilleggsinformasjon**