



GJELDER FOR STUDIEÅRET 2014/2015

GRA 6436 Managing Business-to-Business Relationships

Studium

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

Kursansvarlig

Jon Bingen Sande

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

Artikkelsamling:

A list of articles from journals as well as book chapters will be provided. The journals include e.g., Journal of Economics and Management Strategy, Journal of Marketing, Journal of Marketing Research, Organization Science, Academy of Management Review, Strategic Management Journal, Harvard Business Review, Marketing Theory, The Journal of Law and Economics, Review of Marketing Research, Journal of Law Economics and Organization. The book chapters are amongst other from the Handbook of Business-to-Business Marketing and from various textbooks in B2B marketing and organizational economics. A list of cases will also be provided. The cases may have to be bought from international databases such as European Case Clearing House, or Harvard Business Press. The cases will either be discussed in class or may be required for completing some of the assignments.

Annet:

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

Anbefalt litteratur

Annet:

An extensive list of recommended articles will also be provided on most of the topics in the course. The list consists of both old classics as well as cutting edge research from top journals.

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon