



GJELDER FOR STUDIEÅRET 2014/2015

GRA 6438 Research Methodology - Marketing

Studium

Master i internasjonal ledelse, Master i strategisk markedsføringsledelse

Kursansvarlig

Rutger Daniel van Oest

Institutt

Institutt for markedsføring

Semester

Se studieplan for aktuelt studium

Studiepoeng

6

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Easterby-Smith, Mark, Richard Thorpe, Paul R. Jackson. 2012. Management research. 4th ed. Sage. Required materials from this book will be provided in the course reader and students do not need to purchase the book themselves

Saunders, Mark, Philip Lewis, Adrian Thornhill. 2012. Research methods for business students. 6th ed. Pearson. Chapter 3: Critically reviewing the literature, pp.70-124. Will be available electronically

Artikler:

Various stand alone articles that students are required to download from available database resources at BI

Artikkelsamling:

Article collection consisting of articles and book chapters that cannot be accessed by database resources available to students.

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:

Dillman, Don A., Jolene D. Smyth and Leah Melani Christian. 2014. Internet, mail, and mixed-mode surveys : the tailored design method. 4th ed. John Wiley. Ny utg. ventes september 2014

Iacobucci, Dawn, Gilbert A. Churchill. 2010. Marketing research : methodological foundations. 10th ed. South-Western/Cengage Learning

Shadish, William R., Thomas D. Cook, Donald T. Campbell. 2002. Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin

Emneoversikt

Dataverktøy

Lærepromess og tidsbruk

Eksamen

Eksamenskoder(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon