



APPLIES TO ACADEMIC YEAR 2015/2016

## **BTH 9816 Bachelor Thesis - Business-to-business Marketing**

### **Programme**

Bachelor of Marketing Management (3. year), Bachelor of Retail Management (3. year)

### **Responsible for the course**

Jon Bingen Sande, Morten H Abrahamsen

### **Department**

Department of Marketing

### **Term**

According to study plan

### **ECTS Credits**

15

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

### **Compulsory reading**

### **Recommended reading**

#### **Books:**

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. 2. utg. Høyskoleforlaget

Leedy, Paul D., Jeanne Ellis Ormrod. 2014, new international ed. Practical research : planning and design. 10th ed. Pearson

Mitchell, Mark L., Janina M. Jolley. 2012. Research design explained. 8th ed. Wadsworth Cengage Learning

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Use of hours**

### **Examination**

### **Examination code(s)**

### **Examination support materials**

**Re-sit examination**

**Additional information**