



APPLIES TO ACADEMIC YEAR 2016/2017

BST 9815 Business-to-business Marketing

Programme

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

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

Books:

Nes, Erik B., Harald Biong og Jon Bingen Sande. 2016. Markedsføring på bedriftsmarkedet. 4. utg. Universitetsforlaget

Collection of articles:

Abrahamsen og Sande. Artikkelsamling til B2B markedsføring. Oversikt over artikler og cases som inngår publiseres på Itslearning

Recommended reading

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information