



APPLIES TO ACADEMIC YEAR 2016/2017

BTH 3116 Bachelor Thesis - Brand Strategy

Programme

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

Responsible for the course

Elisabeth Falck

Department

Department of Marketing

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

This bachelor thesis will, in combination with the course BST 3115 Brand strategy, 15 credits represent a specialization in the field of 30 credits. Students at the Bachelor's degree in Marketing Management or Retail Management that has this combination will be writing on specialization in their final diploma.

Specialization in Brand strategy aims to give students the skills to work with tasks within organizations, advertising - and media agencies.

The thesis is a major independent study where students will show that they can relate to a theme and take overall responsibility to analyze this in a good way. The thesis is an obligatory part of the program. Thesis is written individually or in groups of up to three students, where the group is recommended.

Learning outcome

Acquired knowledge

Students will be able to demonstrate basic understanding of the classical models and theories in the discipline. By being able to apply them to the show for giving basic understanding of the branding process. Students should demonstrate an understanding of how to plan and implement the independent investigation work.

Acquired skills

Students will work with the thesis be able to apply the theories in their own work. They will collect their own data, and be able to analyze them. This means that students must demonstrate that they can analyze products, markets and consumer groups. Through the Bachelor's thesis builds student skills in drawing implications of the analysis in the form of conclusions and recommendations of the product / service.

Reflections

Students will see the totality of the subject, and be able to see the subject in a social perspective. This means that one can see the importance of discipline in society and vice versa. By the knowledge and skills students have acquired through working with thesis, they also have acquired a healthy ethical awareness in relation to the subject of branding and what influence this field has.

Prerequisites

Students must have basic knowledge of consumer behavior, marketing communication, marketing management and social science methods. Students must also have completed the specialization course in Brand strategy. Students must master the computer program JMP.

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.. 2015. Practical research : planning and design. 11th ed. Pearson Educational

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

Course outline

Thesis topic should be chosen, and must have a strong branding. A detailed description of requirements and framework for the task are given at the start of work.

Computer-based tools

Quantitative analysis tools Qualtrics.

Learning process and workload

Students are expected to take personal responsibility for the work of the Bachelor thesis. Therefore requires counseling and seminars that students do work in advance as the basis for discussions and guidance.

Students will fill out a registration form where the theme is stated. Then the students are assigned supervisor. The course is conducted over one semester and includes seminars and tutorials. [Please see guidelines for writing Bachelor thesis.](#)

The course includes four seminars. For each seminar, students normally prepare and present, and / or submit material in advance.

It offers up to 3 hours of individual supervision for each task. Seminar instruction is mandatory. Students who have not participated in the seminars and / or has not supplied documentation must expect to be invited for an oral hearing.

Activity	Use of hours
Participation in the introductory lecture	2
Participation in the library's information	2
Preparation for seminars	40
Participation in seminars 4 x 2 hours	8
Working with the task	345
Individual tuition	3
Total use of hours recommended	400

Use of hours**Examination**

The course ends with the submission of a Thesis. Evaluation of the Bachelor's thesis counts for 100 % of the course grade. The task can be answered individually or in groups of up to three students. It is recommended that the task be solved in groups.

Examination code(s)

BTH 31161 Bachelor thesis in Brand Strategy, counts 100 % of the grade in the course BTH 3116 , 15 credits

Examination support materials

All aids allowed.

Re-sit examination

A re-sit examination is offered in connection with the next ordinary course.

Additional information

It is not necessary to have contact with the manufacturer and / or the supplier of the brand the student chooses to write about. The analysis to be undertaken to deal with the consumer, not business to business.