



APPLIES TO ACADEMIC YEAR 2016/2017

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. 2015. Practical research : planning and design. 11th 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