



APPLIES TO ACADEMIC YEAR 2016/2017

MRK 3633 Service and Innovation

Programme

Bachelor of Marketing Management (3. year)

Responsible for the course

Line Lervik-Olsen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Andreassen, Tor Wallin og Line Lervik-Olsen. 2016. Service og innovasjon. 2. utg. Fagbokforlaget

Collection of articles:

Line Lervik-Olsen. 2015. Artikkelsamling: Service og Innovasjon. Tilgjengelig på Its Learning

Other:

Cases. Disse regnes som en del av pensum og utgiftene dekkes av studenten selv

Recommended reading

Course outline

Computer-based tools

Learning process and workload

E-learning

In course delivery as online courses or evening classes, will lecturer, in collaboration with the Academic Services Network and evening studies, organize an appropriate combination of digital and class room teaching. Online students are also offered a study guide, which will help progression and overview. Total recommended amount of time for completion of the course also applies here.

Use of hours

Examination

Examination code(s)

MRK 36331 Process evaluation accounts for 100 % of the final grade in MRK 3633 Service and innovation, 7,5 credits.

Examination support materials**Re-sit examination**

A re-sit exam is possible in connection with the next scheduled course.

Additional information