



MARKETING AND BRAND MANAGEMENT (MBM)

Coordinator Magne Supphellen

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MAIN THEMES













Commercialization of innovations









 Six major courses (7.5 ects) from 	the MBM profile 45 ECTS
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• Three courses for the *minor* 22,5 ECTS

• Three totally free courses 22,5 ECTS

• Thesis 30 ECTS

120 ECTS







Mandatory courses

- Methodology (minimum one)
 - MBM400A: Research for Brand Decisions
 - STR 402: Methodology for Master Thesis

- Substantive core courses (minimum one)
 - MBM401: Consumer Behavior
 - MBM402: Brand Management



ACCOUNTABILITY DIGITALIZATION INTEGRATION





Management consultant

MBM401B Consumer Behavior

MBM402B Brand Management

MBM400A Research for Brand Decisions

STR404 Strategic Analysis

MBM424 Marketing Communication Effectiveness

MBM4NN Cooperative strategies in B2B markets

MBM432 Sustainable Marketing

INB423 International Marketing

MBM428 Product Development and Design

MBM429 Service Innovation

NBD410 Corporate Entrepreneurship in the Digital Age

MBM 431 Commercialization of Innovations

NBD413 Technology and Consumer Psychology

MBM427 Business-to-business Marketing and Management

Minor: Any profile







NHH

Brand/product/sales manager or consultant

MBM401B Consumer Behavior

MBM402B Brand Management

MBM400A Research for Brand Decisions

STR402A Methodology for Master Thesis

MBM422 The Collaborative Economy

MBM424 Marketing Communication Effectiveness

MBM4NN: Cooperative strategies in B2B markets

MBM432 Sustainable Marketing

INB423 International Marketing

MBM428 Product Development and Design

MBM429 Service Innovation

MBM 431 Commercialization of Innovations

MBM427 Business-to-business Marketing and Management

(MBMXX Marketing Analytics)

Minor: Strategy and Management, Business Analysis and Performance Management, New Business Development









Kristine Aasheim CEO, Kavli AS









Jan Erik Kjerpeseth CEO, Sparebanken Vest











Henrik Habberstad Creative Director, Equinor

«All companies need to grow their brands, and we all need to invest in knowedge about brand management. A major in Marketing and Brand management at NHH is a smart investment».







Entrepreneur/start-up consultant

MBM401B Consumer Behavior

MBM402B Brand Management

MBM400A Research for Brand Decisions

MBM424 Marketing Communication Effectiveness

MBM4NN Cooperative strategies in B2B markets

MBM432 Sustainable Marketing

INB423 International Marketing

MBM428 Product Development and Design

MBM429 Service Innovation

NBD410 Corporate Entrepreneurship in the Digital Age

MBM 431 Commercialization of Innovations

NBD413 Technology and Consumer Psychology

MBM427 Business-to-business Marketing and Management

Minor: New Business Development, Strategy and Management, Business Analysis and Performance Management







Svein Jarl Tøge Director for Ventures & Start ups Orkla







Planner/com agency consultant

MBM401B Consumer Behavior

MBM402B Brand Management

MBM400A Research for Brand Decisions

MBM424 Marketing Communication Effectiveness

MBM4NN Cooperative strategies in B2B markets

MBM432 Sustainable Marketing

INB423 International Marketing

MBM422 The Collaborative Economy

MBM429 Service Innovation

MBM 431 Commercialization of Innovations

NBD413 Technology and Consumer Psychology

MBM427 Business-to-business Marketing and Management

Minor: Strategy and Management, Business Analysis and Performance Management







Analyst/marketing performance consultant

MBM400A Research for Brand Decisions
MBM424 Marketing Communication Effectiveness
STR402A Methodology for Master Thesis
ECN402 Econometrics
BUS449 Multivariate Analysis
BUS455 Applied Programming and Data Analysis for Business
(MBMXX Marketing Analytics – 2021)

MBM401B Consumer Behavior MBM420 Brand Management

MINOR: Business Analytics, Business Analysis and Performance Management









Linn Therese Vigsø Holsen

Manager of Sales and Performance Marketing

Sbanken







Pedagogics & evaluation

- Lectures by faculty
- Guest lectures from industry partners
- Real cases (industry partners)
- Practical group assignments oral pres.
- Individual assignments







Double degree: NHH + Bocconi (Milan, Italy)



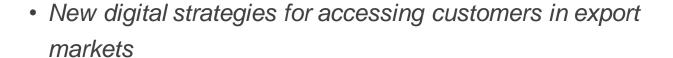






The master thesis

- The name change from Statoil to Equinor: Effects on employer attractiveness
- Determinants of customer orientation among front-line employees in Telenor subsidiaries: A cross-national study



- Effects of influencer endorsement on web ad effectiveness
- How brand managers integrate sustainability elements in the brand positioning







Qualify for <u>very exciting jobs</u>: Using creativity & analytical skills to generate revenues

Learn the <u>latest models</u>, tools & analyses relevant for revenue generation

Work with <u>current challenges in real</u> <u>companies</u> during the program







Questions?

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Department of Strategy and Management

