

NHH



MARKETING AND BRAND MANAGEMENT (MBM)

Coordinator Magne Supphellen
(magne.supphellen@nhh.no)



CEMS



MAIN THEMES

- *1. Understanding target groups and the relative strengths & weaknesses of brands*
- *2. Improving the marketing mix*
- *3. Commercialization of innovations*



UNRELEASED POTENTIAL FOR VALUE CREATION





auroraTM
PREMIUM NORWEGIAN SALMON

ABOVE THE
ARCTIC CIRCLE
UNDER THE
AURORA LIGHTS



4-DS

BY AIR FROM NORWAY







Commercialization of innovations





The general course plan for the MBM degree comprises

| | |
|---|-----------|
| • Six <i>major</i> courses (7.5 ects) from the MBM profile | 45 ECTS |
| • Three courses for the <i>minor</i> | 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





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 knowledge 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*
- *New digital strategies for accessing customers in export markets*
- *Effects of influencer endorsement on web ad effectiveness*
- *How brand managers integrate sustainability elements in the brand positioning*



**Qualify for very exciting jobs:
Using creativity & analytical skills to
generate revenues**

**Learn the latest models, tools & analyses
relevant for revenue generation**

**Work with current challenges in real
companies during the program**





Questions?

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Department of Strategy and Management

