

NHH



# MARKETING AND BRAND MANAGEMENT (MBM)

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- **Create/increase cash-flows**
  - *Understand customers – Market insight and Marketing analytics*
  - *Improve the marketing mix*
  - *New products/services*
  - *Commercialize innovations*
  - *Turn innovations into profitable brands*



**Unique marine resources: How can we exploit the commercial potential?**







**aurora**<sup>TM</sup>  
PREMIUM NORWEGIAN SALMON

ABOVE THE  
ARCTIC CIRCLE +  
UNDER THE  
AURORA LIGHTS



aurora  
salmon

★-D3  
+EPA

BY AIR FROM NORWAY

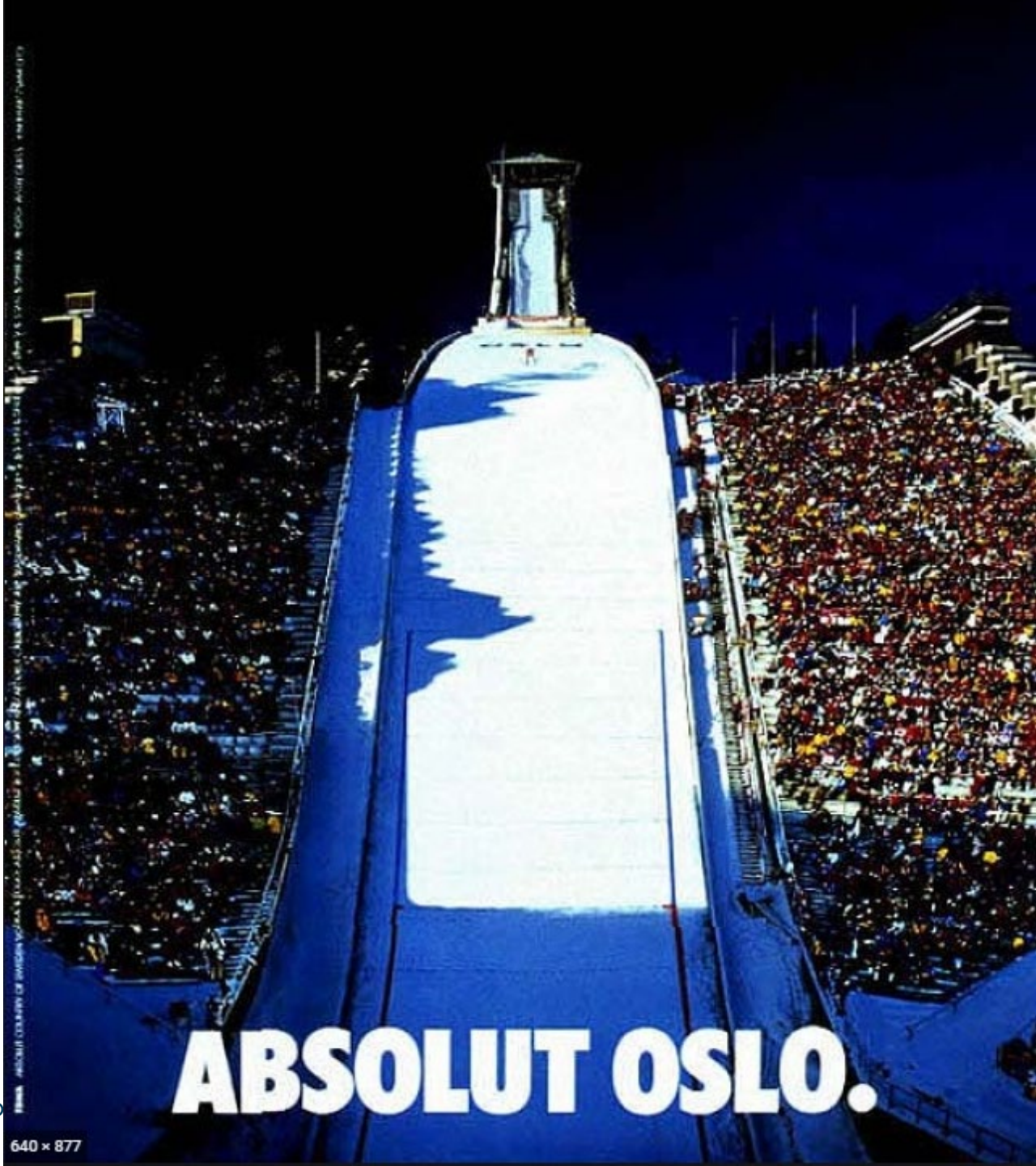
PRICE PER POUND  
\$2.00  
\$1.75  
KURITA  
KURITA





# Design ?





**ABSOLUT OSLO.**







# The general course plan for the MBM degree comprises

• <b>Six <i>major</i> courses (7.5 ects)</b> from the MBM profile	45 ECTS
• <b>Three courses for the <i>minor</i> *</b>	22,5 ECTS
• <b>Three totally free courses</b>	22,5 ECTS
• <b>Thesis</b>	30 ECTS
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	120 ECTS

\* Note: if the student has a BA from a non-Norwegian institution, there is no minor but six totally free courses. Also: if the student has a Norwegian BA other than in Business (“øk-ad”), there is no minor but six totally free courses.



# 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



## New courses – response to the industry

- MBM428: Marketing analytics I
- MBM428: Marketing analytics II
- MBM431: Commercialization of innovations
- MBM424: Market communication effectiveness
- MBM432: Sustainable marketing



# Electives fall semester

MBM 401: Consumer behavior (Siv Skard)

MBM402B: Brand Management (Leif Hem)

MBM430: Global business venturing (Magne Supphellen)

MBM431: Commercialization of innovations (Magne Supphellen)

MBM429: Marketing analytics II (Gregor Reich)

INB423: International marketing (Aksel Rokkan)

STR404: Strategic analysis (Lasse B. Lien)

ECN402: Econometric techniques

BUS455: Applied programming and data analysis for business

STR421: Competitive strategy

BUS449: Multivariate analysis for business economics



# Electives spring

MBM402B: Sustainable marketing (Haugland and Nysveen)

MBM424: Market communication effectiveness (Magne Supphellen)

MBM428: Product development and design (Nysveen)

MBM429: Marketing analytics I (Nhat Le)

NBD409: Value creation through service (Andreassen)

NBD410: Corporate entrepreneurship in the digital age

STR404: Strategic analysis

ETI405: Corporate social responsibility

STR421: Competitive strategy

ECN402: Econometric techniques



# Skills

- EQUIS and NOKUT have requested a larger focus on development of specific skills in NHH's study programs. Especially, a larger focus on:
  - Student presentations
  - Student group work
- MBM offers a foundation for skills development since most courses have student presentations and student group work as part of the course requirements



# Pedagogics

- Lectures
- Guest lectures from industry partners
- Cases (industry partners)
- Practical group assignments – oral pres.
- Individual assignments



## Double degree NHH & Bocconi

At NHH

MBM401B Consumer Behaviour

MBM400A Research for Brand Decisions

STR404 Strategic Analysis

MBM428 Product Development and Design

MBM402B Brand Management

Any non-MBM course at NHH (1)

Any non-MBM course at NHH (2)

Any non-MBM course at NHH (3)

At Bocconi

Strategic Marketing and Marketing Plan I - 6 ECTS

Strategic Marketing and Marketing Plan II - 6 ECTS

Channel Marketing - 6 ECTS

Legal Issues in Marketing - 6 ECTS

Thesis





# The thesis: Examples of titles

- How to use VR technology to increase marketing effectiveness
- Strategies for making the Equinor employer brand more attractive
- Which creative tools for generation of business ideas are more effective?
- Determinants of customer orientation among front-line employees in Telenor subsidiaries: A cross-national study
- How to combine digital and traditional communication channels effectively
- How do Norwegian SMBs exploit the opportunities of digitalization?
- Strategies for accessing customers when powerful retailers block the way
- An Analysis of the Impact of Brand Activism on Consumer Behavior
- Temporary Logo Change – A Marketing Tool to Affect the Brand Image

Business has only two basic functions  
– marketing and innovation.

Peter F. Drucker



# Questions

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