

Book List, 1st semester 2019, Marketing Management

Subject	1st semester
IT requirements	<ul style="list-style-type: none"> Laptop either Windows (7 or newer) or Mac (OSX10.6.8 or newer) 4GB RAM Minimum Wireless network card HDMI-/VGA-port or external HDMI/VGA adapter – to connect to the projectors at UCN. As an UCN-student it is possible to get Microsoft Office 365 at UCN for free from the 1st of September
International Marketing	<p>Svend Hollensen <i>Marketing Management – A relationship approach</i>, 4th Edition, Pearson ISBN: 9871292291444 Kr. 690,00</p> <p>Kim Buch-Madsen (red.) <i>Marketing Models</i>, 1st Edition Samfundslitteratur, 2017 ISBN: 9788759332016 Kr. 259,00</p>
Business Economics	<p>Lone Hansen, Torben Rosenkilde Jensen and Morten Dalbøge <i>Financial Management for the academy profession programme</i>, 2. edition, Hans Reizel ISBN: 9788741273051 (Book) Kr. 500,00 ISBN: 9788741274294 (i-book) Kr. 400,00</p>
Organisation and supply chain management	<p>Henriette Bjerreskov, Dorthe Bohlbro and Lars Krogh Jensen <i>Organisation, innovation og supply chain (Book in Danish and English)</i> Hans Reitzel, ISBN: 9788741262369 Kr. 155,00</p> <p>Thomas Harboe: <i>Method and Project Writing – an introduction</i>, Samfundslitteratur, 3rd edition, 2018 ISBN: 9788759332450 Kr. 259,00</p> <p>Holger B. Nielsen m.fl.: <i>Supply chain management and marketing</i>. Hans Reitzels Forlag, 2016 ISBN 9788741263656 Kr. 350,00</p>
Data Analysis	<p>Poul K. Faarup and Kenneth Hansen <i>Market research and statistics</i>, 1st edition Academica, 2010 ISBN: 9788776757694 Kr. 295,00</p>
Global Economics	<p>Hans Jørgen Biede <i>Global Economics 2. udgave (5. August 2019)</i> Hans Reitzels Forlag, 2019 ISBN: 9788741277189 Kr. 450,00</p>
Market communication	More information will follow during the semester
Sales	More information will follow during the semester
Business Law	<p>Lars Bo Langsted (red.) <i>Business Law - for Marketing and Service</i>, 2. edition 2019 Hans Reitzel (9. August 2019) ISBN: 9788741277158 Kr. 300,00</p>

There will be a possibility to take part in travelling activities during your studies at your own expense.

All books can be purchased at our bookstore. There will come a few more books later in the program.