

# HD Marketing Management – Pensumliste:

## 1. semester 2019

### Markedsføring på forbrugermarkeder (BtC)

Obligatorisk Forfatter(e)	Titel	Udgiver/forlag	År
OEA: Andersen, Ole E	Forstå forbrugerne - og bliv en bedre markedsfører	Samfundslitteratur ISBN 978-87-593-1566-8	2014
KKH: Kotler, Philip; Keller, Kevin Lane; Brady, Mairead; Goodman, Malcolm og Hansen, Torben	Marketing Management, 3 <sup>rd</sup> edition	Pearson/ Prentice-Hall ISBN 978-1-292-09323-9	2016

+ diverse artikler, der kan downloades digitalt.

#### Pensumartikler: alle kommer på CANVAS

- AS** "Firmaer skal finde den rigtige melodi", artikel af Anette Sand i Berlingske, 13. november 2009
- CEM** "The Consumer Decision Journey", artikel i McKinsey Quarterly 2009, nr. 3 af David Court, Dave Elzinga, Susie Mulder m.fl.
- CA** "Ny model gør op med mere end 100 års marketingtankegang" Claus Andersen, ECO-system, OMD-Review, marts 2014
- HAG** "Building a Brand on the Touchpoints That Count" af Suzanne Hogan, Eric Almquist, og Simon E. Glynn, publiceret i Journal of Business Strategy 26(2) · April 2005
- JA** "Maslows behovspyramide forældet" artikel af Johannes Andersen i tidsskriftet "TID & tendenser", pej-gruppen nr. 5, august 2009.
- OEA** "Kan man stole markedsanalyser", artikel i Tid & tendenser fra pej-gruppen (oktober 2012)
- SR** "Forbrug skaber identitet" artikel af Sara Ringgard i Market Magazine, 2010, nr. 42
- YES** "A Marketer's Guide to Reaching Each Consumer Generation", artikel downloadet juli 2017 fra [www.yeslifecyclemarketing.com](http://www.yeslifecyclemarketing.com)

+ andre udvalgte artikler (meddeles senere og uploades -evt. med links- på Canvas

## HD Marketing Management – Pensumliste:

### Markedsføring på professionelle markeder (B2B)

<b>Forfatter</b>	Brennan, Canning og McDowel		
<b>Titel</b>	Business-to-Business Marketing 4th ed.		
<b>IISBN</b>	978-1-47397-344-2		
<b>Forlag</b>	<b>Sage</b>	<b>Udgave 4</b>	2017

# HD Marketing Management – Pensumliste:

## Anvendt Markedsanalyse

Essentials of Marketing Research

ISBN-10: 0273724339 • ISBN-13: 9780273724339©2013 •

Pearson • Paper, 496 pp - Published 11 Apr 2013

Præsentationsmateriale og øvrigt materiale som lægges på LEARN indgår også i pensum.

### Supplerende litteratur (ej pensum)

Marketing Research, an applied approach

Fourth edition, 2012, ISBN 978-0-273-72585-5

Naresh K. Malhotra, David F. Birks, Peter Wills

Pearson

Kotler, Philip, Kevin L. Keller, M. Brady, M. Goodman & Torben Hansen

Marketing Management. Pearson Education/Prentice Hall, 3rd edition 2016. ISBN: 978-1-292-09323-9

Chap. 5 til 9 og 22

Per Vejrup-Hansen:

Excel for Statistics. How to Organize Data

En grundlæggende vejledning i statistiske analyser baseret på funktioner i Excel.

Per Vejrup-Hansen:

Praktisk statistik

Praktisk statistik er en gennemarbejdet og pædagogisk indføring i grundlæggende statistiske metoder og principper.

# HD Marketing Management – Pensumliste:

## 3. semester 2019

### Online promotionstrategi (valgfag)

Pensumbog: Digital Marketing Excellence 5.ed

(artikel) Aligning with the consumer decision journey

(artikel) Advertising Beyond paid media Marketings

[http://issuu.com/omddanmark/docs/omd\\_review\\_marts\\_2014 - eco-system](http://issuu.com/omddanmark/docs/omd_review_marts_2014_-_eco-system) Side 4-21

<https://www.thinkwithgoogle.com/articles/digital-is-the-new-golden-age-of-advertising.html>

<https://www.youtube.com/watch?v=0OzxGUFNGQA>

<http://www.youtube.com/user/zeromomentoftruth?feature=watch>

(artikel) Measure What Matters Most

(artikel) Mål med et Formål

<http://www.kaushik.net/avinash/digital-marketing-and-measurement-model/>

(artikel) Branding in the Digital Age <http://www.thinkwithgoogle.com/articles/profit-driven-marketer.html>

<http://www.smartinsights.com/social-media-marketing/social-media-strategy/e-permission-marketing/>

- Uddrag af bogen Permission Marketing:

Forberedelse af præsentation

(artikel) The Power of Like

(artikel) Demystifying Social Media

<http://contently.com/strategist/2014/04/08/whats-the-difference-between-b2b-and-b2c-content-marketing>

<http://contentmarketinginstitute.com/2014/08/measurement-kill-content-marketing-strategy/>

(artikel) Strategic principles for competing in the digital age

<http://www.intelligenthq.com/finance/four-peer-to-peer-lending-projects/>

# HD Marketing Management – Pensumliste:

## Sales Management (valgfag)

Donaldson. (2007). Sales Management. PALGRAVE MACMILLAN

Anderson, E. (1985). "The Salesperson as Outside Agent or Employee: A transaction cost analysis," *Marketing Science* 4(3), p. 234-254

Bjerre, M (2000). "Different Forms of Key Account Management – in a Transaction Cost Perspective," *The Journal of Selling and Major Account Management*.

Bonoma, T.V. (1982). Major Sales: Who really does the buying? *Harvard Business Review*, 60(3) (May-June), p. 111-119

Eisenhardt, K. M. (1988). "Agency and Institutional Theory Explanations: The case of retail sales compensation," *Academy of Management Journal*, 31(3), p. 488-511

Heskett, James L., Sasser, W. Earl & Schlesinger, Leonhard A. (1994). Putting the Service Profit Chain to work, *Harvard Business Review*.

Hougaard, S. & Bjerre, M. (2002). *Strategic Relationship Marketing, Frederiksberg: Samfundslitteratur*; Chapter 1: p. 27-51.

McKim, B. (2002). The Differences Between CRM and Database Marketing. *Journal of Database Marketing*, 9(4), p. 371-375

Moriarty, Rowland T., Jr., Benson P. Shapiro, and Craig E. Cline. "Fabtek (A)." *Harvard Business School Case* 592-095, November 1992. (Revised from original May 1992 version.)

Rackham, N. & DeVincentis, J.R. (1999). *Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value*. New York: McGraw-Hill, Chapter 1: p. 1-31

Rouziès, D. & Macquin, A. (2003). "An Exploratory Investigation of the Impact of Culture on Sales Force Management Control Systems in Europe," *Journal of Personal Selling & Sales Management*, 23(): p. 61-72

Vargo, S.L. & Lusch. R.F. (2004). "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68(1): p. 1-17

Waterhouse, S. (2004). "The Team Selling Solution", McGraw-Hill

Webster, F.E., Jr. & Wind, Y. (1972). A General Model for Understanding Organizational Buyer Behavior. *Journal of Marketing*, 36(2), 12-19

Womack, James P., and Jones, Daniel T. (2005): "*Lean Consumption*", *Harvard Business Review*, March, pp. 1-12

# HD Marketing Management – Pensumliste:

## Strategisk Brand Management (valgfag)

### Hovedbog:

Heding, Knudtzen & Bjerre (2016), *Brand Management – Research, Theory, and Practice – 2<sup>nd</sup> edition*, Routledge, London

### Udvalgte kapitler i bøger:

Aaker & Joachimstahler (2002), *Brand Leadership*, Free Press, London  
Kapitel 2

Davis & Dunn (2002), *Building the Brand Driven Business*, Jossey-Bass Inc.  
Kapitel 3

Kapferer (2008), *The New Strategic Brand Management*, Kogan Page, London  
Kapitlerne 1, 7 og 12

Keller (2013), *Strategic brand management – building, measuring, and managing brand equity*, Prentice Hall, Upper Saddle River, NJ  
Kapitlerne 1 og 6

Schultz, Antorini & Csaba (2005), *Corporate Branding*, Copenhagen Business School Press  
Karmark: Living the brand

### Artikler:

Arvidsson (2005), Brands: A Critical Perspective, *Journal of Consumer Culture*, 5(2): 235-58

Aaker, Fournier & Brasel (2004), When Good Brands Do Bad, *Journal of consumer research*

Fournier & Avery (2011), The Uninvited Brand, *Business Horizons*

Hatch & Schultz (2009), Of Bricks and Brands: From Corporate to Enterprise Branding. *Organizational Dynamics*, 38(2), 117-130

H&M case, CBS Case competition 2011, [www.casesompetition.dk](http://www.casesompetition.dk)