



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Business Marketing

Valid from 08/29/2022

Course Code: FEAD13

Course Title: Business Marketing

Credits: 15

Degree Level: Master's level

Books

Book(-s) used will be announced on canvas at course start. (Latest edition).

Articles

Scientific articles (or similar peer-reviewed texts), about 1000 pages.

Additional material assigned by the lecturer.

Approved by the Faculty Board of Arts and Social Sciences 02/04/2022