



Faculty of Arts and Social Sciences  
Business Administration

# Course Reading

## Marketing Theory

Valid from 08/29/2022

**Course Code:** FEAD55

**Course Title:** Marketing Theory

**Credits:** 7.5

**Degree Level:** Master's level

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### Books

Solér, Parment, Östberg & Hartmann. *Unboxing Marketing: Creating value for consumers, firms and society*. Lund: Studentlitteratur

### Articles

Ca 400 sidor artiklar och bokkapitel

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Approved by the Faculty Board of Arts and Social Sciences 06/16/2022