



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Consumer research in marketing

Valid from 08/29/2022

Course Code: FEAD57

Course Title: Consumer research in marketing

Credits: 7.5

Degree Level: Master's level

Articles

Vetenskapliga artiklar (eller motsvarande peer-reviewed/referee-granskade texter), motsvarande cirka 600 sidor.

Approved by the Faculty Board of Arts and Social Sciences 02/13/2022