



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Frontiers of marketing research

Valid from 08/28/2023

Course Code: FEAE11

Course Title: Frontiers of marketing research

Credits: 15

Degree Level: Master's level

Articles

Vetenskapliga artiklar (eller motsvarande peer-reviewed/refereegranskade texter),
motsvarande cirka 1 000 sidor.

Approved by the Faculty Board of Arts and Social Sciences 03/03/2023