



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing

Valid from 08/29/2022

Course Code: FEGA56

Course Title: Marketing

Credits: 7

Degree Level: Undergraduate level

Books

Parment, A (2021). *Marknadsföring* (Tredje upplagan). Lund: Studentlitteratur

Approved by the Faculty Board of Arts and Social Sciences 01/28/2022