



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing

Valid from 08/31/2026

Course Code: FEGA56

Course Title: Marketing

Credits: 7

Degree Level: Undergraduate
level

Books

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

Approved by the Faculty Board of Arts and Social Sciences 09/01/2026