



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing and Business Development

Valid from 01/17/2022

Course Code: FEGB32

Course Title: Marketing and Business
Development

Credits: 7.5

Degree Level: Undergraduate level

Books

Aaker, D. och McLoughlin, D. *Strategic Market Management Global Perspectives*. New York: John Wiley & Sons

Alan Zimmerman & Jim Blythe (2017 el senare). *Business to Business Marketing Management: A Global Perspective* (3 eller nyare). Routledge

Ett fåtal vetenskapliga artiklar inom området strategi och B2B tillkommer

Approved by the Faculty Board of Arts and Social Sciences 12/08/2021