



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing and Business Development

Valid from 01/19/2026

Course Code: FEGB32
Course Title: Marketing and Business
Development
Credits: 7.5
Degree Level: Undergraduate level

Books

Fredriksson, Annelie (2022). *Digital marknadsföring*. Lund: Studentlitteratur Upplaga 1

Kindström, Daniel, Kowalkowski, Christian, Parment, Anders (2021). *Business marketing : managing value creation*. Lund: Studentlitteratur First edition

Ett fåtal vetenskapliga artiklar inom området strategi och B2B tillkommer

Approved by the Faculty Board of Arts and Social Sciences 12/27/2025