



Faculty of Arts and Social Sciences  
Business Administration

# Course Reading

## Ethics and Sales Techniques

Valid from 01/20/2025

**Course Code:** FEGB50  
**Course Title:** Ethics and Sales  
Techniques  
**Credits:** 6  
**Degree Level:** Undergraduate level

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### Books

Söderlund, M (2012). *Kundmötet* (1 ed.). Malmö: Liber

Kompendiematerial i säljteknik, max 150 sidor

Minst två vetenskapliga artiklar om etiskt säljbeteende inom fastighetsmäklari

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Approved by the Faculty Board of Arts and Social Sciences 04/19/2024