



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing Strategies

Valid from 08/31/2020

Course Code: FEGC02

Course Title: Marketing Strategies

Credits: 15 ETCS cr

Degree Level: Undergraduate level

Books

Egan, J. (2014). *Marketing communications* (2nd edition). London: SAGE

Ekström, K.M., Ottosson, M., & Parment, A. (2017). *Consumer Behavior: Classical and Contemporary Perspectives*. Lund: Studentlitteratur AB

Ketchen, D., & Short, J. (2016). *Mastering Strategic Management*. University of Minnesota Libraries Publishing, https://open.umn.edu/opentextbooks/Book_Detail.aspx?bookId=73 (Published under a Creative Commons (CC BY-NC-SA) license)

Approved by the Faculty Board of Arts and Social Sciences 06/17/2020