



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Marketing Strategies

Valid from 08/29/2022

Course Code: FEGC02
Course Title: Marketing Strategies
Credits: 15
Degree Level: Undergraduate level

Books

(2011). *Mastering Strategic Management*. University of Minnesota Libraries Publishing, <https://open.lib.umn.edu/strategicmanagement/> Download ebook:
<https://open.lib.umn.edu/strategicmanagement/>

Articles

Scientific articles, about 1000 pages..

Approved by the Faculty Board of Arts and Social Sciences 08/15/2023