



Faculty of Arts and Social Sciences  
Cultural Studies

# Course Reading

## Communication planning - Cultural studies

Valid from 08/30/2021

**Course Code:** KVGAKM  
**Course Title:** Communication planning - Cultural studies  
**Credits:** 7.5 ETCS cr  
**Degree Level:** Undergraduate level

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### Mandatory course literature

#### Books

Lars Palm, Marja Åkerström (2019). *Kommunikationsplanering: En handbok på vetenskaplig grund* (2 ed.). Lund: Studentlitteratur

Larsson Larsåke (2014). *Tillämpad kommunikationsvetenskap* (5 ed.). Lund: Studentlitteratur

### References

#### Books

Bengtsson Stina (m.fl) (2017). *Medielandskap & mediekultur*. Stockholm: Liber

Leigert Lena (2013). *Marknadsföring och kommunikation i sociala medier*. Göteborg: Kreafor

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Approved by the Faculty Board of Arts and Social Sciences 12/07/2020