



Faculty of Arts and Social Sciences
Music and Sound Production

Course Reading

Communication and Trademark

Valid from 08/15/2019

Course Code: LJGE14

Course Title: Communication and Trademark

Credits: 7.5 ETCS cr

Degree Level: Undergraduate level

Books

Aaker, David A. (2014). *Aaker on Branding : 20 principles that drive success*. New York City, NY: Morgan James Pub.

Kotler, P. & G. Armstrong, A. Parment (2017-01). *Marknadsföring: Teori, strategi, och praktik*. Academic Imports Sweden AB Finns som e-bok

Reference material

Bengtsson, Stina, et al (2016). *Medielandskap & mediekultur : en introduktion till medie- och kommunikationsvetenskap*. Liber

Kompletterande undervisningsmaterial tillkommer. Kompendier och instuderingsmaterial delas ut under kursens gång.

Approved by the Faculty Board of Arts and Social Sciences 02/18/2019