

## **COURSE LITERATURE**

# **Principles of Marketing 7.5 credits M0004N**

**Marknadsföring, grundkurs**

**Course literature admitted: Autumn 2021 Sp 2 - Present**

**DECISION DATE  
2021-08-20**

Parment, A., Marknadsföring (latest edition), Studentlitteratur.  
Additional literature may be added (provided in the learning platform).

Reference literature:

Parment, A., Kotler, P. & Armstrong, G., Principles of Marketing Scandinavian Edition (latest edition), Pearson.

## **Examiner**

Maria Ek Styvén