

COURSE LITERATURE

International Marketing 7.5 credits M0014N

Internationell marknadsföring

Course literature admitted: Spring 2023 Sp 3 - Present

**DECISION DATE
2022-06-14**

Keegan, W & Green, M Global Marketing: Global Edition, latest edition or up to two editions before latest edition.
Pearson Higher Education. (ISBN 10: 1292150769; ISBN 13: 9781292150765)

Examiner

Tim Foster