

## **COURSE LITERATURE**

# **Principles of Marketing 7.5 credits M0015N**

**Marknadsföring, grundkurs**

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

**DECISION DATE  
2021-08-20**

For students in the programs Civilekonom, Ekonomie kandidat, Fastighetsmäklare, and for those taking the course as elective/optional:

Parment, A., Marknadsföring (latest edition), Studentlitteratur.

Additional literature may be added (provided in the learning platform).

For students in the program International Business, bachelor:

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

Additional literature may be added (provided in the learning platform).

## **Examiner**

Maria Ek Styvén