

## **COURSE LITERATURE**

# **International marketing and export management 15 credits M0028N**

**Internationell marknadsföring och export**

**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)

Scholarly journal articles related to the topics covered in the course.

## **Examiner**

Tim Foster