

COURSE LITERATURE

Marketing Management 7.5 credits M7004N

Marketing Management

Course literature admitted: Autumn 2021 Sp 1 - Present

**DECISION DATE
2021-02-17**

Kotler, P. & Keller, K.L. (latest edition). A Framework for Marketing Management (Global Edition), Pearson.
Literature might be added.

Examiner

Kerry Chipp