

## **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