HÖGSKOLAN
I GÄVLE

Marketing B 7.5 cr

Marknadsföring B 7,5 hp

Version

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8/1/14	10/5/15
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4/1/19	**-**

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Course Literature

Aaker, David. A. & McLoughlin, Damien (senaste upplagan). *Strategic Market Management: Global Perspectives*. Chichester: John Wiley & Sons Ltd.. pages: ca 350

Bryman, A., & Bell, E., (senaste upplagan). *Företagsekonomiska forskningsmetoder*. Malmö: Liber. pages: ca 600

Ström, Roger & Vendel, Martin (senaste upplagan). *Digital marknadsföring*. Stockholm: Sanoma utbildning. pages: ca 230

Reference Literatur

Kotler, P., Armstrong, G., Parment, A., *Principles of Marketing Scandinavian Edition*. Pearson. pages: ca 500

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