



HÖGSKOLAN I GÄVLE

Marketing Theories 7.5 cr

Marketing Theories 7,5 hp

Version

Valid from	Valid to
8/19/13	9/1/19
9/2/19	9/2/19
9/3/19	-

Course identifier

FEA220

Course Literature

Ca 40 vetenskapliga artiklar från de fyra moment som utgör kursens struktur, ca 600 s..
Approximately 40 scientific articles from the four parts that make up the course structure, about 600 pages.