



**HÖGSKOLAN
I GÄVLE**

Strategic Marketing C 7,5 hp

Strategic Marketing C 7.5 cr

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2013-02-11	2016-11-08
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Kurskod

FEG341

Kurslitteratur

Kerin, R., A., & Peterson, R., A (Latest international edition). *Strategic Marketing Problems*. Pearson. sidor: Approx. 700 p.

Selected up to date articles on strategic marketing approx. 200 p.