



HÖGSKOLAN I GÄVLE

Strategic Marketing C 7,5 hp

Strategic Marketing C 7.5 cr

Version

Gäller fr.o.m.	Gäller till
2013-02-11	2016-11-08
2016-11-09	-

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.