



HÖGSKOLAN I GÄVLE

Strategic Marketing C 7.5 cr

Strategic Marketing C 7,5 hp

Version

Valid from	Valid to
2/11/13	11/8/16
11/9/16	-

Course identifier

FEG341

Course Literature

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