



DEPARTMENT OF BUSINESS ADMINISTRATION

FEK312 Marketing Trends, Bachelor Course, 7.5 credits

Marknadsföringstrender, kandidatkurs, 7,5 högskolepoäng

First Cycle

Reading list for FEK312, to be valid from autumn semester of 2021

Reading list was confirmed by Department of Business Administration on 2020-06-11 to be valid from 2021-08-30.

See appendix.

Reading list

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First Cycle

Hartmann, B., Östberg, J., Parment, A., Solér, C. (2020), *Unboxing Marketing: Creating Value for Consumers, Firms, and Society*, Studentlitteratur, ISBN 9789144137506

Scientific articles, as specified on the course website