Literature for SKOP20, Strategic Communication: Public Relations applies from autumn semester 2014

Literature established by the board of the Department of Strategic communication on 2014-10-14 to apply from 2014-10-14

See appendix.
Litteratur för SKOP20 Public Relations 7,5 högskolepoäng

(Strategy Communication: Public Relations, 7.5 credits)


Hutton, James G., Goodman, Michael B., Alexander, Jill B., & Genest, Christina


Dessutom 200 sidor som studenten själv väljer.

Totalt antal sidor: 913