



Literature for FEKH20, Business Administration: Marketing Management - Bachelor Course applies from autumn semester 2022

Literature established by Academic Director of Studies at Department of Business Administration on 2022-05-01 to apply from 2022-05-01

Dahlén, M., Lange, F. & Rosengren, S. (2017) Optimal marknadskommunikation (tredje upplagan). Stockholm: Liber

Kotler, P. & Keller, Kevin Lane,.(2021). *Marketing management*. (16. ed., global ed.). Pearson.

Referenslitteratur Seymour, D.T.(1992) Marknadsundersökningar med kvalitativa metoder . Lund: Studentlitteratur

Wahlgren, L.(2008) SPSS steg för steg.Lund: Studentlitteratur