

FE1302 Principles of Marketing

Required reading

- Kotler, P. Armstrong, G. & Parment, A., 2020, *Principles of Marketing*, Scandinavian edition, Third edition, Pearson Education. ISBN: 9 781 292 354 996.
- A selection of academic articles (updated each semester, see the study guide).

Recommended reading

- Blythe, J. 2006, *A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Marketing*, SAGE.