

PR2544 Consumption, Culture and Commerce

Required reading

- Hartmann, Benjamin, Jacob Östberg, Anders Parment and Cecilia Solér (2020) *Unboxing Marketing: Creating Value for Consumers, Firms, and Society*, Lund: Studentlitteratur.
- A selection of academic articles and books (updated each semester, see the study guide).

Note that the course literature can be changed up to two months before the start of the course.