

## **FE5351 Advanced Research Methods in Marketing**

### **Required reading**

- Easterby-Smith, M., Jaspersen, L. J., Thorpe, R., & Valizade, D. (2021). Management and business research, 7th Edition: Sage.
- Additional readings may be distributed ahead of the seminars (more information at the start of the course).

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