

## **FE1302 Principles of Marketing**

### **Course literature, autumn semester 2021**

Kotler, P. Armstrong, G. & Parment, A., 2020, **Principles of Marketing**, Scandinavian edition, third edition, Pearson Education. Printed version. ISBN: 9781292354996

**Seminars:** Various articles

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