

MMM8920 - Digital Marketing

View Online



1.

Chaffey D, Smith PR. eMarketing Excellence: Planning and Optimizing Your Digital Marketing. 4th ed. Routledge; 2013.

2.

Chaffey D, Ellis-Chadwick F, Chaffey D. Digital Marketing: Strategy, Implementation and Practice. Vol Always learning. Fifth edition. Pearson; 2012.

3.

Charlesworth A. Digital Marketing: A Practical Approach. Third edition. Routledge; 2018.

4.

Ryan D. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Third edition. KoganPage; 2014.

5.

Parkin G. Digital Marketing: Strategies for Online Success. New Holland Publishers; 2009.