

# MMM8920 - Digital Marketing

View Online



---

Chaffey, D., Ellis-Chadwick, F., & Chaffey, D. (2012). Digital marketing: strategy, implementation and practice: Vol. Always learning (Fifth edition). Pearson.

Chaffey, D., & Smith, P. R. (2013). eMarketing excellence: planning and optimizing your digital marketing (4th ed). Routledge.

Charlesworth, A. (2018). Digital marketing: a practical approach (Third edition). Routledge.

Parkin, G. (2009). Digital marketing: strategies for online success. New Holland Publishers.

Ryan, D. (2014). Understanding digital marketing: marketing strategies for engaging the digital generation (Third edition). KoganPage.