

# MMM8920 - Digital Marketing

View Online



- 
1.  
Chaffey D, Smith PR. eMarketing excellence: planning and optimizing your digital marketing. 4th ed. London: Routledge; 2013.
  2.  
Chaffey D, Ellis-Chadwick F, Chaffey D. Digital marketing: strategy, implementation and practice. Fifth edition. Harlow: Pearson; 2012.
  3.  
Charlesworth A. Digital marketing: a practical approach. Third edition. Abingdon, Oxon: Routledge; 2018.
  4.  
Ryan D. Understanding digital marketing: marketing strategies for engaging the digital generation. Third edition. London: KoganPage; 2014.
  5.  
Parkin G. Digital marketing: strategies for online success. London: New Holland Publishers; 2009.