

## **COURSE LITERATURE**

# **Strategies for digital marketing 15 credits M7041N**

**Strategier för digital marknadsföring**

**Course literature admitted: Autumn 2022 Sp 1 - Present**

**DECISION DATE  
2022-02-11**

Chaffey, D. & Ellis-Chadwick, F. Digital Marketing: Strategy, Implementation and Practice (latest edition), Pearson.

Literature will be added.

## **Examiner**

Kerry Chipp