



**Literature for BUSN38, Business Administration: On-line
Marketing, Branding and Consumers applies from autumn
semester 2016**

Literature established by Academic Director of Studies at Department of
Business Administration on 2016-04-13 to apply from 2016-04-13

See appendix.

Literature list

BILAGA / ATTACHMENT 3



LUNDS UNIVERSITET
Ekonomihögskolan

Företagsekonomiska institutionen

BUSN38, On-line marknadsföring, varumärke och konsumenter
7,5 högskolepoäng

Fastställd av studierektor i enlighet med delegation av företagsekonomiska institutionens styrelse, 2016-xx-xx/Approved by the director of studies on delegation from the departement board of the Business administration, 2016-xx-xx

The course literature is based on articles. Examples of references include:

1. Armelli, G. and Villanueva, J. (2011), "Adding social media to the marketing mix", *IESE insight*, No. 9.
2. Beukeboom, C.J. & Kerkhof, P. & Vries, M. (2015), "Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention", *Journal of Interactive Marketing*, 32, 26-36.
3. Barwise, P. and Meehan, S. (2010), "The one thing you must get right when building a brand", *Harvard Business Review*, December.
4. Bell, D.R. Gallino, S. & Moreno, A. (2014), "How to win in an omni-channel world", *MIT Sloan Management Review*, 56, 1, 45-53.
5. Berthon, P.R., Pitt, L.F., Plangger, K. & Shapiro, D. (2012), "Marketing meets Web 2.0, social media, and creative consumers: implications for international marketing strategy", *Business Horizons*, 55, 261-271.