



Literature for BUSO38, Business Administration: Digital Marketing applies from autumn semester 2021

**Literature established by Academic Director of Studies at Department of
Business Administration on 2021-06-01 to apply from 2021-06-01**

Course book:

Stokes (2018) eMarketing: The essential guide to marketing in a digital world (6th ed.). The Red & Yellow Creative School of Business.

Journal articles (to be specified during the course)