



## **Literature for SKOC42, Strategic Communication: Digital Marketing Communication applies from spring semester 2022**

**Literature established by the board of the Department of Strategic communication on 2021-11-23 to apply from 2021-11-24**

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Belk, Russel W. & Llamas, Rosa (Red.) (2013). *The Routledge companion to digital consumption*. New York: Routledge. [ISBN 9781136253379, 400 sidor] E-bok

Chaffey, Dave & Ellis-Chadwick, Fiona (2019). *Digital marketing*. Pearson. [ISBN 9781292241579, 400 sidor]

Freberg, K. (2018). *Social media for strategic communication: Creative strategies and research-based applications*. Sage Publications. [ISBN 9781506387109, 290 sidor]

Utöver ovanstående tillkommer artikelkompendium som behandlar teorier och metoder för digital marknadskommunikation [ca 200 sidor].

Totalt antal sidor: Cirka 1300 sidor.