



**Literature for BUSO38, Business Administration: Digital  
Marketing applies from autumn semester 2022**  
Literature established by Academic Director of Studies at Department of  
Business Administration on 2022-04-26 to apply from 2022-04-26

---

Course book:

A compilation of readings will be provided by the lecturers.

Recommended readings:

Dolbec (2021) Digital Marketing Strategy. Available for free at:  
<https://opentextbooks.concordia.ca/digitalmarketing/>

A list of recommended readings will be provided by the lecturers