



**Literature for BUSO38, Business Administration: Digital
Marketing applies from autumn semester 2023**
Literature established by Academic Director of Studies at Department of
Business Administration on 2023-04-21 to apply from 2023-04-21

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