

# 6MARK015W Interactive and Digital Marketing

View Online



1.

Chaffey D, Ellis-Chadwick F. Digital marketing [Internet]. Sixth edition. Harlow: Pearson Education; 2016. Available from: <https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.wmin.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781292077642>

2.

Chaffey D. Digital business and e-commerce management: strategy, implementation and practice [Internet]. Sixth edition. Harlow, United Kingdom: Pearson Education Limited; 2015. Available from: [http://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package\\_service\\_id=1056929650003711&institutionId=3711&customerId=3710](http://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=1056929650003711&institutionId=3711&customerId=3710)

3.

Ryan D. Understanding digital marketing: marketing strategies for engaging the digital generation [Internet]. Fourth edition. London: KoganPage; 2017. Available from: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9780749478445>

4.

YouGov | Audience Segmentation and Media Planning - YouGov [Internet]. Available from: <https://yougov.co.uk/find-solutions/profiles/>

5.

Market Segmentation - Sport England [Internet]. Available from:  
<http://segments.sportengland.org/>

6.

Digital marketing strategy advice - Smart Insights Digital Marketing [Internet]. Available from: <http://www.smartinsights.com/>

7.

Ashley C, Tuten T. Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*. 2015 Jan;32(1):15-27.

8.

Copulsky, Jonathan. One tweak at a time: How analytics improved our content marketing. *Applied Marketing Analytics* [Internet]. Henry Stewart Publications; 2016;2(3):201-212. Available from:  
<https://hstalks-com.uow.idm.oclc.org/issue/321/ama-volume-2-number-3-summer-2016/?business>

9.

DALLEMULE, LEANDRODAVENPORT, THOMAS H. What's Your Data Strategy? *Harvard Business Review* [Internet]. 2017;95(Issue 3, p112-121. 10p. 1 Color Photograph):112-121. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=122582009&site=ehost-live&scope=site>

10.

Edelman Marc, David C. Competing on Customer Journeys. *Harvard Business Review* [Internet]. 2015;93(11):88-7. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=110320330&site=ehost-live&scope=site>

11.

Edelman, David C.1 (AUTHOR). Branding in The Digital Age. *Harvard Business Review*

[Internet]. 2010;88(Issue 12, p62-69. 8p. 2 Color Photographs):62-69. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=55461895&mp;site=ehost-live&scope=site>

12.

Holliman G, Rowley J. Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*. 2014 Oct 7;8(4):269-293.

13.

The Content Marketing Revolution. Available from: <https://hbr.org/2014/07/the-content-marketing-revolution>

14.

Research: The Emotions that Make Marketing Campaigns Go Viral [Internet]. Available from: <https://hbr.org/2013/10/research-the-emotions-that-make-marketing-campaigns-go-viral>

15.

Magids, Scott<sup>1</sup> (AUTHOR)Zorfias, Alan<sup>2</sup> (AUTHOR)Leemon, Daniel<sup>3</sup> (AUTHOR). The New Science of Customer Emotions. *Harvard Business Review* [Internet]. 2015;93(Issue 11, p66-8. 10p. 1 Color Photograph, 1 Chart):66-8. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=110320475&mp;site=ehost-live&scope=site>

16.

MOREY, TIMOTHYFORBATH, THEODORE 'THEO'SCHOOP, ALLISON. CUSTOMER DATA: DESIGNING FOR TRANSPARENCY AND TRUST. *Harvard Business Review* [Internet]. 2015;93(Issue 5, p96-105. 10p. 4 Color Photographs, 1 Illustration, 2 Charts):96-105. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=102262157&mp;site=ehost-live&scope=site>

17.

Nichols, Wes<sup>1</sup> (AUTHOR). Advertising Analytics 2.0. Harvard Business Review [Internet]. 2013;91(Issue 3, p60-68. 9p. 3 Color Photographs, 1 Diagram, 1 Chart):60–68. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=85463210&site=ehost-live&scope=site>

18.

10 Tactics for Launching a Product Using Social Media [Internet]. Available from:  
<https://hbr.org/2015/04/10-tactics-for-launching-a-product-using-social-media>

19.

van den Driest, Frank<sup>1</sup>Sthanunathan, Stan<sup>2</sup>Weed, Keith<sup>3,4</sup>. Building an Insights Engine. (cover story). Harvard Business Review [Internet]. 2016;94(Issue 9, p64-14. 11p. 1 Color Photograph):64–14. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=117516194&site=ehost-live&scope=site>

20.

De Swaan Arons, Marc<sup>1</sup>van den Driest, Frank<sup>1</sup>Weed, Keith<sup>2</sup>. The Ultimate Marketing Machine. Harvard Business Review [Internet]. 2014;92(Issue 7/8, p54-63. 10p. 1 Color Photograph, 1 Illustration):54–63. Available from:  
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=96695080&site=ehost-live&scope=site>