

# 6MARK010W Marketing Communications

View Online



1.  

Fill C, Turnbull S. Marketing communications: discovery, creation and conversations [Internet]. Seventh edition. Upper Saddle River: Pearson; 2016. Available from: [http://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package\\_service\\_id=854198190003711&institutionId=3711&customerId=3710](http://westminster.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=854198190003711&institutionId=3711&customerId=3710)
2.  

Clow, Kenneth E.;Baack DE. Integrated Advertising, Promotion, and Marketing Communications, Global Edition [Internet]. 8th ed. Available from: <http://www.vlebooks.com/vleweb/product/openreader?id=WestminUni&isbn=9781292222752>
3.  

Pelsmacker P de, Geuens M, Bergh J van den. Marketing communications: a European perspective (5th ed.) [Internet]. Fifth edition. Harlow, England: Pearson; 2013. 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/S9780273773245>
4.  

Pelsmacker P de, Geuens M, Bergh J van den. Marketing communications: a European perspective (6th ed.). Sixth edition. Upper Saddle River: Pearson; 2017.
- 5.

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

6.

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

7.

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>

8.

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

9.

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>

10.

An Emotional Connection Matters More than Customer Satisfaction [Internet]. Available from: <https://hbr.org/2016/08/an-emotional-connection-matters-more-than-customer-satisfaction>

11.

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&mp;site=ehost-live&scope=site>

12.

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&mp;site=ehost-live&scope=site>

13.

Hanssens, Dominique M. Marketing When Customer Equity Matters. Harvard Business Review [Internet]. 2008;86(Issue 5, p117-123. 7p. 2 Color Photographs, 3 Illustrations, 2 Diagrams):117-123. Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=31730731&mp;site=ehost-live&scope=site>

14.

Gaines-Ross, Leslie<sup>1</sup> (AUTHOR). Reputation Warfare. Harvard Business Review [Internet]. 2010;88(Issue 12):70-76. Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=55461897&mp;site=ehost-live&scope=site>

15.

Edelman, David C.<sup>1</sup> (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>