

COURSE CODE: **MMC542M**  
COURSE TITLE: **Electronic Marketing**  
DEPARTMENT: **Marketing and Advertising**

#### REFERENCES

- Kingsnorth, S. (2019) Digital Marketing Strategy: An integrated approach to online marketing, 2nd edition. Kogan Page Limited.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: technology for humanity. Wiley.