

DSAW4078 Cyflwyniad i Farchnata Digidol

LLYFRYDDIAETH

Hanfodol

Chaffey, D. and Smith, P. (2013) *Emarketing excellence*. London: Routledge.

Argymhellir

Kotler, P. and Armstrong, G. (2014) *Principles of marketing*. Harlow [etc.]: Pearson.
Jobber, D. and Ellis- Chadwick, F. (2013) *Principles and practice of marketing*. Maidenhead: McGraw-Hill Higher Education.

Cylchgronau

Institute of Direct Marketing. (2005) *Journal of Direct, Data and Digital Marketing Practice*.

Gwefannau

Chartered Institute of Marketing - <http://www.cim.co.uk/>

Institute of Direct and Digital Marketing - <https://www.theidm.com/>

Caiff darllen pellach ei argymell mewn perthynas â'r ardal penodol i'w hastudio.

DSAW5078 Marchnata Digidol Ar Waith

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Hanfodol

Chaffey, D. and Smith, P. (2013) *Emarketing excellence*. London: Routledge.

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Ryan, D., Jones, C. (2012) *Understanding Digital Marketing Marketing Strategies for Engaging the Digital Generation*. London: Kogan Page. (Online access).

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DSAW7078c Arwain Marchnata Digidol

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