Marketing Communication



Clow, K.E. (2022) Integrated advertising, promotion, and marketing communications. Harlow, England: Pearson.

Fill, C. (2019) Marketing communications: touchpoints, sharing and disruption. Harlow, England: Pearson.

Pelsmacker, P. de (2021a) Marketing communications: a European perspective. Harlow: Pearson.

Pelsmacker, P. de (2021b) Marketing communications: a European perspective. Harlow: Pearson.

Theory of Planned Behaviour (no date). Available at: https://people.umass.edu/aizen/tpb.html.