



# HÖGSKOLAN I GÄVLE

## Digital Channels I 7.5 cr

*Digitala kanaler I 7,5 hp*

### Version

**Valid from**

**Valid to**

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### Course identifier

MKG004

### Course Literature

Chadwick, Andrew (2017). *The Hybrid Media System: Politics and Power*. New York: Oxford University Press. pages: 290

Han, Byung-Chul (2017). *In the Swarm: Digital Prospects*. Cambridge: The MIT Press. pages: 80

McLuhan, Marshall (1964). *Understanding Media: The Extensions of Man*. Cambridge: The MIT Press. pages: 318

Visser, Marjolein, Sikkenga, Berend and Berry, Mike (2018). *Digital Marketing Fundamentals: From Strategy to ROI*. Groningen: Noordhoff Uitgevers. pages: 400 (i urval)