

Marketing Communication Theory

- Hill, Tim and McDonagh, Pierre (2021). The Dark Side of Marketing Communications. Critical Marketing Perspectives. Edition 1st Edition. London: Routledge (134 pages).
- Dyer, G. (1982). Advertising as Communication. New York: Routledge.
- Goffman, E. (1979). Gender Advertisements. New York: Harper and Row Publishers.
- Lecture notes.
- A selection of academic articles (updated each semester, see the Study Guide).

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