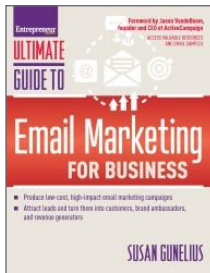
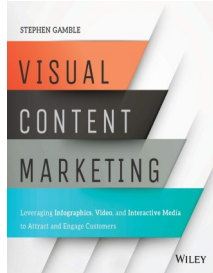


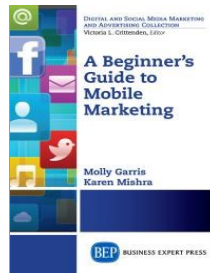
E-BOOKS [Click on titles](#)



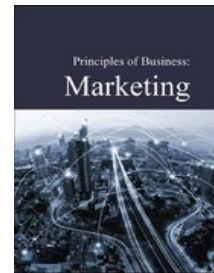
The Ultimate Guide to Email Marketing for Business



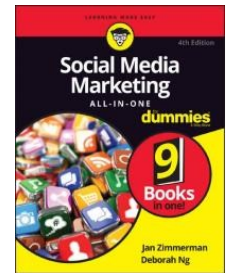
Visual Content Marketing



A Beginner's Guide to Mobile Marketing



Principles of Business: Marketing



Social Media Marketing All-In-One

SUGGESTED KEYWORDS

- | | | |
|--|------------------------------------|----------------------------------|
| Analysis of variance (ANOVA) | Data analysis | Mass communication |
| B2B marketing | Email marketing | Mobile marketing |
| B2C marketing | HTML5 | Return on investment (ROI) |
| Content marketing | Integrated marketing communication | Search engine optimization (SEO) |
| Customer relationship management (CRM) | Market research | Social media marketing |
| | Marketing campaigns | Web analytics |

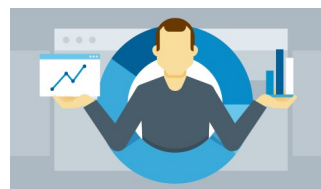
STREAMING VIDEOS [Click on titles](#)



Marketing Tools: Digital Marketing



Social Media Marketing: Strategy and Optimization



Learning Web Analytics



SEO Foundations

DATABASES

- | | | |
|-------------------------|-------------------------|--------------------------------|
| Business Source Premier | Newspaper Source Plus | Gale Virtual Reference Library |
| Nexis Uni | Regional Business News | Kanopy |
| eBook Central | Academic Search Premier | LinkedIn Learning |
| EBSCO eBook Collection | Films on Demand | OmniFile Full Text Select |

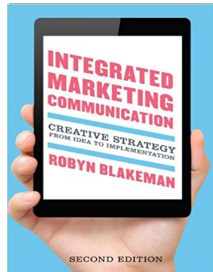
Contact Us

- Website www.ntc.edu/library
 Email library@ntc.edu
 Phone 715.803.1115

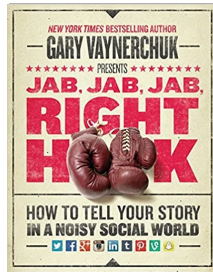
BOOKS (PRINT)



659.11 Og9a



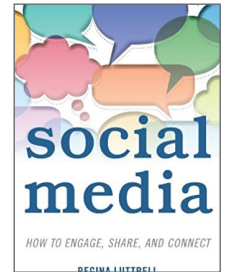
658.802 B583i



658.872 V473j



006.7 St68h




302.23 L978s

[Browse more current titles for this program](#)

SHELF NUMBERS

006.7	Web design
381	Marketing
519.5	Statistics
658.8	Marketing management
659.1	Advertising
808	Business writing

RESEARCH STARTER
Digital marketing.
Digital marketing is marketing of products or services carried out through digital technology such as the Internet, mobile devices, and video games. It... [more](#)
 Salem Press Encyclopedia
Other Topics: Marketing: Research Starters Topic.



ACADEMIC JOURNALS [Click on images](#)



ADDITIONAL RELATED WEBSITES

- [The Advertising Research Foundation](#)
- [American Advertising Federation](#)
- [American Marketing Association—Madison Chapter](#)
- [Digital Analytics Association](#)
- [Digital Marketing Association](#)
- [Internet Marketing Association](#)