

WORKS CITED

- Armstrong, Gary and Philip Kotler. *Marketing: An Introduction*. 12th ed. Essex: Pearson, 2015. Print
- Aryani, Dina Retno. Personal Interview. 6 June 2018
- Geraghty, Gordon and Ann T. Conway. "The Study of Traditional and Non-traditional Marketing Communications: Target Marketing in the Events Sector". *12th Annual Tourism and Hospitality Research in Ireland Conference, THRIC 2016, 16th and 17th June, Limerick Institute of Technology*. ARROW@DIT, 2016. Web. 5 June 2018
- Hepburn, Simon. "Why Do Schools Need to Take Marketing Seriously?" *Inspiredsm.com*, InspirED School Marketers, n.d. Web. 26 April 2018
- Indriyani, Diyan. Personal Interview. 16 May 2018
- Kotler, Philip and Gary Armstrong. *Principles of Marketing*. 8th ed. New Jersey: Prentice Hall's Learning, 1998. Print
- Leedy, Bonnie. *How Successful Schools Market Themselves*. www.schoolwebmasters.com. School Webmasters, LLC, 2016. Web. 18 May 2018
- Nimble Division. "The Importance of Marketing Strategy". N.d. www.nimbledivision.com. 21 May 2018. PDF File
- The Direct Marketing Association (UK). "Telemarketing Guide". 2018. www.dma.org.uk. 26 May 2018. PDF File
- Thomas, Brian and Matthew Housden. *Direct Marketing in Practice*. Oxford: Butterworth-Heinemann, 2002. Print
- "Types of Direct Marketing". *Business Queensland*. The State of Queensland, 21 June 2016. Web. 23 May, 2018.
- Wang, Gunawan. Personal Interview. 25 May 2018
- Yayasan Syiar Bangsa. "Profile". Syiarbangsa.com, 2013. Web. Accessed Mar. 16, 2018.
- . "Sekolah Islam Al Azhar". *Al Azhar Summarecon Bekasi*. Yayasan Syiar Bangsa, 2016. Print.