

WORKS CITED

- admindata. (2019, January Monday). *SV UGM*. Retrieved April Thursday, 2019, from <http://sv.ugm.ac.id/profil/sejarah/>
- Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion : an integrated marketing communications perspective*. Boston: McGraw-Hill.
- Bovée, C. L., & Arens, W. F. (1992). *Contemporary Advertising*. Chicago: Homewood.
- Getz, D. (1997). *Event management and event tourism*. New York: Cognizant Communications Corporation.
- Griffith, G. (2016, April 1). *CHAPTER 2: INTEGRATED MARKETING COMMUNICATION*. Retrieved May 10, 2019, from DOCPLAYER: <https://docplayer.net/17179727-Chapter-2-integrated-marketing-communication.html>
- Havaldar, K. K., & Cavale, V. (2007). *Sales and Distribution Management*. New Delhi: Tata McGraw-Hill Publishing Company Limited.
- Kendrick, & Fletcher. (2000). *Interactive service marketing*. Boston: Mifflin Company.
- Knott, B. (2007, 6 1). *Consumer reactions to sport event sponsorship: a case study of the 2006 Cape Argus Pick'n Pay Cycle Tour*. Retrieved May 10, 2019, from https://www.researchgate.net/publication/228399919_Consumer_reactions_to_sport_event_sponsorship_a_case_study_of_the_2006_Cape_Argus_Pick'n_Pay_Cycle_Tour
- Kotler, P., & Armstrong, G. (2011). *Principles of Marketing*. London: Pearson.
- Kotler, P., & Keller, K. L. (2006). *Marketing management*. New Jersey: Prentice Hall.
- Lovelock, C. H. (Ed.). (2011, January). *Services Marketing: People, Technology, Strategy, 7th edition*. Retrieved May 10, 2019, from https://www.researchgate.net/publication/263523474_Services_Marketing_People_Technology_Strategy_7th_edition
- Malthouse, E., & Shankar, V. (2006). Moving Interactive Marketing Forward. *Journal of Interactive Marketing*, 2-4.
- Marketing Teacher Ltd. (2013, January 2). *Category: Marketing Mix 4Ps and 7Ps*. (T. Friesner, Editor) Retrieved April 10, 2019, from Marketing Teacher: <https://www.marketingteacher.com/marketing-mix-4ps-and-7ps/>
- Pickton, D., & Masterson, R. (2004). *Marketing an Introduction*. California: SAGE Publications.
- Shank, G. (2002). *Qualitative Research. A Personal Skills Approach*. New Jersey: Merrill



**THE IMPLEMENTATION OF MARKETING MIX ELEMENTS IN THE PROMOTION OF PMB 2019 BY
PUBLIC RELATIONS OF SV
UGM**

GASA ARI PAMUNGKAS, Cisy Dewantara Nugraha S.S., M.A.

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Prentice Hall.

Taflinger, R. F. (1996, May 28). *Washington State University*. Retrieved May 5, 2019, from <https://public.wsu.edu/~taflinge/addefine.html>