

WORKS CITED

- Promotion: What Is Promotion, Types, Concepts, and Solved Examples.*
<https://www.toppr.com/guides/business-studies/marketing/promotion/>.
- Types of Advertising.* 2016, <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/advertising/types>.
- Marketing Medium.* <https://www.marketingcareeredu.org/marketing-mediums/>.
- American Marketing Association. *Advertising.* <https://www.ama.org/topics/advertising/>.
- Barat, Somjit. "Global Marketing Management." *Journal of Global Marketing*, vol. 22, no. 4, 2009, doi:10.1080/08911760903022556.
- Chand, Smriti. *9 Types of Advertising Media Available to an Advertiser.*
<https://www.yourarticlelibrary.com/advertising/9-types-of-advertising-media-available-to-an-advertiser/25870>.
- Driskill, Justin. *Engagement Definition.*
<https://theonlineadvertisingguide.com/glossary/engagement/>.
- Gębarowski, Marcin. "Educational Fairs as a Form of Promotion of Higher Education Institutions." *Transactions of the Institute of Aviation*, vol. 226, no. 5, 2012, pp. 93–103, doi:10.5604/05096669.1077474.
- Hackley, Chris. "Advertising & Promotion." *SAGE Publications*, 2005, doi:10.4135/9781452229669.n2372.
- Juneja, Prachi. *Tools of Promotion - Advertising, Sales Promotion, Public Relation & Direct Marketing.* <https://www.managementstudyguide.com/tools-of-promotion.htm>.
- Kotler, Philip. "Marketing Management , Millenium Edition." *Marketing Management*, vol. 23, no. 6, 2000, pp. 188–93, doi:10.1016/0024-6301(90)90145-T.
- Kotler, Philip. *Marketing Insights from A to Z.* 2003, doi:10.1017/CBO9781107415324.004.
- Kotler, Philip, and Gary Armstrong. "Principles of Marketing." *Economica*, 2012, doi:10.2307/2548367.
- Merriam Webster. *Advertising.* <https://www.merriam-webster.com/dictionary/advertising>.
- Novak, David. "Promotion As Instrument of Marketing Mix." *Engineering Management And Competitiveness*, vol. 2011, 2011, p. 510, <http://www.tfzr.uns.ac.rs/emc/emc2011/Files/G06.pdf>.
- Terry, George, et al. *Dasar-Dasar Manajemen.* Jakarta : Bumi Aksara, 2005, 2015.



Advertising Development Process for International Education Fair (Australia) 2020 to Obtain Engagements of Artha Study (AS) Student Services

ANDREA TS PUTRI D, Yohana Ika Harnita Sari, S.Pd., M.Hum.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA

Wilmhurst, John. *The Fundamental of Advertising*. Butterworth-Heinemann, 1985.