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Marketing Articles from the NACADA Clearinghouse

<http://www.nacada.ksu.edu/>

- Techniques and Activities to Educate Your Campus Community About Academic Advising. Did Einstein Know the Date to Withdraw? By Sharon Aiken-Wisniewski and Casey D. Allen
- Marketing Advising Services: College Café, By Peggy Jordan

Mining the Social Web: Analyzing Data from Social Media

- Mining Social Media: A Brief Introduction, By Gundecha & Liu,
www.public.asu.edu/~pgundeche/book_chapter/smm.pdf
- LikeMiner: A System for Mining the Power of 'Like' in Social Media Networks
www.cs.uiuc.edu/homes/hanj/pdf/kdd11_xjin.pdf

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- Social-Media Use Grows at Colleges, Despite Little Dedicated Staff,
By Lee Gardner, April 13, 2013
- Using Facebook and Tumblr to Engage Students, By
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- Social Media: Could Ya, Should Ya, Would Ya, By
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