

Prescribed Booklist 2012 Postgraduate Programmes

B Phil Hons
in Marketing Management

Postgraduate Diploma
in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR	Core modules = C Electives = E	
ABM401	Advanced Brand Management 4	Managing Brands: A contemporary perspective	Laforet, S	McGraw-Hill		2010	E	C
ACM401	Advanced Contemporary Marketing Management Issues 4	Contemporary Issues in Marketing and Consumer Behaviour	Parsons, E & Maclaran, P	Butterworth-Heinemann	1st	2009	E	
ADM401	Advanced Digital Marketing 4	e-Marketing, eXcellence: Planning and Optimising your Digital Marketing	Chaffy, D & Smith, PR	Butterworth-Heinemann	3rd	2008	E	C
AGM401	Advanced Global Marketing 4	Global Marketing Management	Kotabe, M & Helsen, K	John Wiley & Sons	5th	2010	C	C
AMRR401	Advanced Marketing Research: Report 4	Marketing Research: A practical approach	Kolb, B	SAGE ISBN 978-1-4129-4797-8		2008	C	
AMRT401	Advanced Marketing Research: Theory 4	Marketing Research: A practical approach	Kolb, B	SAGE ISBN 978-1-4129-4797-8		2008	C	
ASER401	Advanced Services Marketing 4	Services Marketing - Integrating Customer Focus across the Firm	Wilson, A, Zeithaml, VA, Bitner, MJ & Gremler, DD	McGraw-Hill ISBN 978-007710795-6	1st European Ed	2008	E	
ASER401	Advanced Services Marketing 4	Contemporary Cases in Southern African Marketing	Abratt, R Klopper, HB & Viljoen, K	Van Schaik Publishers	2nd	2007	E	
ASM401	Advanced Strategic Marketing: Theory and Practice 4	Marketing Strategy: a decision-focused approach	Walker, OC, & Mullins, J	McGraw-Hill	7th	2011	C	C

Please note: Textbook/s highlighted in the booklist indicate edition changes during the 2012 academic year

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