

Prescribed Booklist Semester One 2018 Postgraduate Programmes

 B Phil Hons
in Marketing Management

 Postgraduate Diploma
in Marketing Management

CODE	MODULE	PRESCRIBED TEXT / ISBN	AUTHORS	PUBLISHER	ED	YEAR	Core modules = C Electives = E	
ABM401	Advanced Brand Management 4	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9780273779414	Keller, K.L.	Pearson Prentice Hall	4th	2013	E	C
ADM401	Advanced Digital Marketing 4	Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing ISBN: 9781138191709	Chaffy, D. & Smith, P.R.	Routledge	5th	2017	E	C
AGM401	Advanced Global Marketing 4	Global Marketing Management ISBN:9780199609703	Lee, K. & Carter, S.	Oxford University Press	3rd	2012	C	C
AMRR402	Advanced Marketing Research: Report 4	Any appropriate textbook as per Learner Guide					C	
AMRT401	Advanced Marketing Research: Theory 4	The Practice of Market Research ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013	C	
ASER401	Advanced Services Marketing 4	Services Marketing - Integrating Customer Focus across the Firm ISBN:9780077169312	Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D.	McGraw-Hill	3rd Euro	2016	E	
ASM401	Advanced Strategic Marketing: Theory and Practice 4	Marketing Strategy: a decision-focused approach ISBN:9781259010903	Walker, O.C., & Mullins, J.	McGraw-Hill	8th	2014	C	C

Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.