

Reading List 2016/17

Diploma in Professional Marketing

Professional Marketing Qualifications

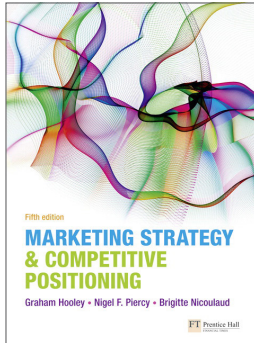


The Chartered
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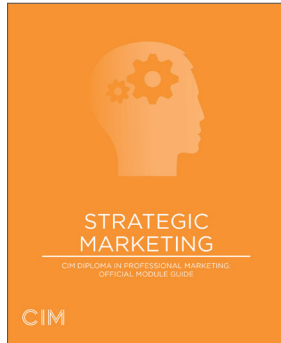
Mandatory Module

Strategic Marketing



Recommended reading

Hooley, G., Nicoulaud, B. and Piercy, N. (2011) ***Marketing strategy and competitive positioning***. 5th edition. Harlow, FT Prentice Hall. **£49.99**



Module guide

CIM. (2014) ***CIM Diploma in Professional Marketing: official module guide - Strategic Marketing***. Cookham, CIM. **£10.00**; eBook **£18.00** (inc. VAT) ☐ *

☐ * This is available as an e-book free of charge to members studying this module.

Further reading

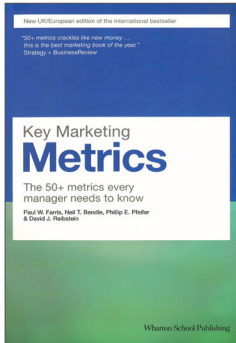
Aaker, D. and McLouglin, D. (2010) ***Strategic market management: global perspectives***. Chichester, John Wiley. **£47.99**

Cravens, D.W. and Piercy, N. (2012) ***Strategic marketing***. 10th edition. US, McGraw-Hill. **£57.99**

McDonald, M. and Wilson, H. (2011) ***Marketing plans: how to prepare them, how to use them***. 7th edition. Chichester, John Wiley. **£36.99** (New edition due October 2016)

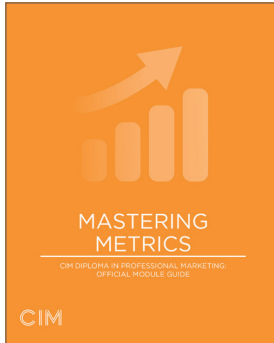
Mandatory Module

Mastering Metrics



Recommended reading

Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. (2008) **Key marketing metrics**. Harlow, Pearson. **£28.99**



Module guide

CIM. (2014) **CIM Diploma in Professional Marketing: official module guide - Mastering Metrics**. Cookham, CIM. **£10.00**; eBook **£18.00** (inc. VAT) □ *

□ * This is available as an e-book free of charge to members studying this module.

Further reading

Davis, J.A. (2013) **Measuring marketing: 110+ key metrics every marketer needs**. 2nd edition. Chichester, John Wiley. **£26.99**

Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. (2015) **Marketing metrics: the manager's guide to measuring marketing performance**. 3rd edition. New Jersey, Pearson. **£33.99**

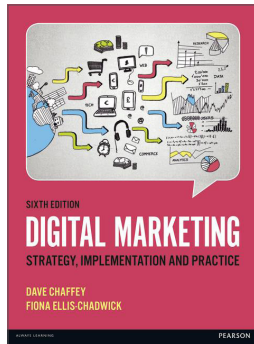
Henmann, C. and Burbary, K. (2013) **Digital marketing analytics: making sense of consumer data in a digital world**. Indianapolis, QUE. **£24.99**

Marr, B. (2015) **Big data: using smart big data, analytics and metrics to make to better decisions and improve performance**. Chichester, John Wiley & Sons. **£12.99**

McDonald, M., Mouncey, P. and Maklan, S. (2014) **Marketing value metrics**. 2nd edition. London, Kogan Page. **£24.99**

Elective Module

Digital Strategy



Recommended reading

Chaffey, D. and Ellis-Chadwick, F. (2015) ***Digital marketing: strategy, implementation and practice***. 6th edition. Harlow, Pearson. **£54.99**

Further reading

Bones, C. and Hammersley, J. (2015) ***Leading digital strategy: driving business growth through effective e-commerce***. London, Kogan Page. **£19.99**

Chaffey, D. and Smith, P.R. (2012) ***Emarketing excellence: planning and optimizing your digital marketing***. 4th edition. Abingdon, Routledge. **£39.99** (New edition due January 2017)

Dahl, S. (2014) ***Social media marketing: theories and applications***. London, Sage. **£35.99**

Flores, L. (2013) ***How to measure digital marketing: metrics for assessing impact and designing success***. Basingstoke, Palgrave Macmillan. **£27.99**

Kaufman, I and Horton, C. (2014) ***Digital marketing: integrating strategy and tactics with values***. Abingdon, Routledge. **£28.99**

Richardson, N., James, J. and Kelley, N. (2015) ***Customer-centric marketing: supporting sustainability in the digital age***. London, Kogan Page **£19.99**



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Diploma in Professional Marketing (Digital Strategy)

(Core texts for the following units: Strategic Marketing
+ Mastering Metrics + Digital Strategy)

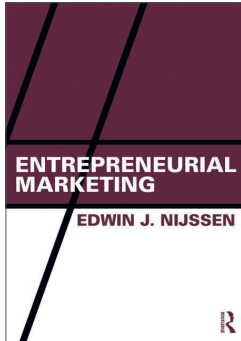
- ***Marketing Strategy and Competitive Positioning***
- ***Key Marketing Metrics***
- ***Digital Marketing***

RRP **£133.97**

Study Pack price **£107.15**

Elective Module

Driving Innovation



Recommended reading

Nijssen, E.J. (2014) *Entrepreneurial marketing: an effectual approach*. Abingdon, Routledge. **£35.99**

Tidd, J. and Bessant, J. (2013) *Managing innovation*. 5th edition. Chichester, John Wiley & Sons. **£52.99**

Further reading

Ahmed, P. and Shepherd, C. (2010) *Innovation management: context, strategies, systems and processes*. Harlow, FT Prentice Hall. **£58.99**

Bessant, J. and Tidd, J. (2015) *Innovation and entrepreneurship*. 3rd edition. Chichester, John Wiley & Sons. **£52.99**

Bjerke, B. (2007) *Understanding entrepreneurship*. Cheltenham, Edward Elgar Publishing. **£18.95**

Blundel, R. and Lockett, N. (2011) *Exploring entrepreneurship: practices and perspectives*. Oxford, OUP. **£43.99**

Hayes, J. (2014) *The theory and practice of change management*. 4th edition. Basingstoke, Palgrave Macmillan. **£52.99**

Lodish, L.M., Morgan, H.L. et al. (2007) *Marketing that works: how entrepreneurial marketing can add sustainable value to any sized company*. New Jersey, Pearson. **£21.99**

Matthews, C.H. and Brueggemann, R. (2015) *Innovation and entrepreneurship: a competency framework*. Oxford, Routledge. **£43.99**

Moore, G. (2014) *Crossing the chasm: marketing and selling disruptive products to mainstream customers*. 3rd edition. New York, Harper Business. **£13.99**

Ries, E. (2011) *The lean startup: how constant innovation creates radically successful businesses*. London, Portfolio Penguin. **£14.99**

Sethna, Z., Jones, R. and Harrigan, P. (2013) *Entrepreneurial marketing: global perspectives*. Bradford, Emerald. **£52.99**

HBR (2013) *HBR's 10 must reads on innovation*. US, Harvard Business Review Press. **£16.99**



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Diploma in Professional Marketing (Driving Innovation)

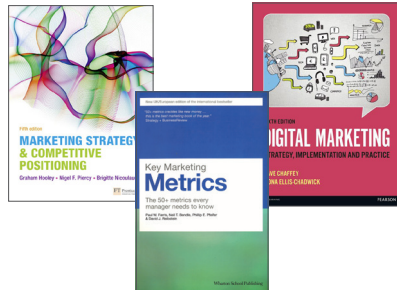
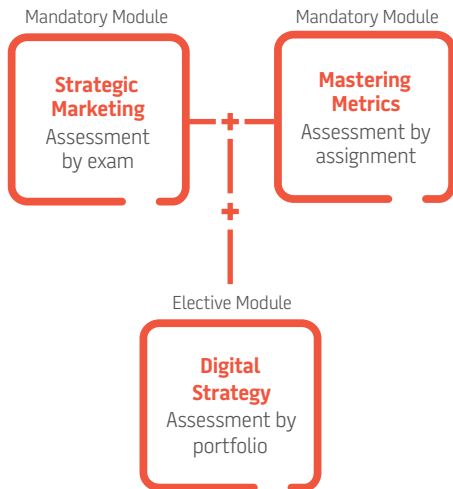
(Core texts for the following units: Strategic Marketing
+ Mastering Metrics + Driving Innovation)

- ***Marketing Strategy and Competitive Positioning***
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- ***Entrepreneurial marketing***
- ***Managing Innovation***

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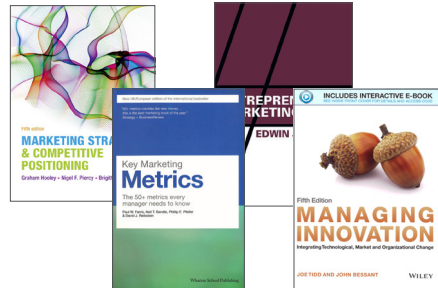
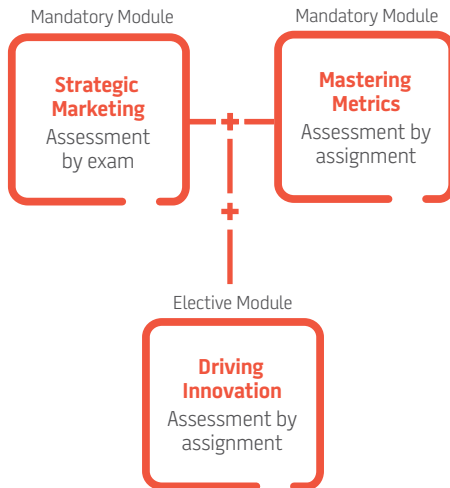
Diploma in Professional Marketing (Digital Strategy)

(Core texts for the following units: Strategic Marketing + Mastering Metrics + Digital Strategy)

- **Marketing Strategy and Competitive Positioning**
- **Key Marketing Metrics**
- **Digital Marketing**

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Diploma in Professional Marketing (Driving Innovation)

(Core texts for the following units: Strategic Marketing + Mastering Metrics + Driving Innovation)

- **Marketing Strategy and Competitive Positioning**
- **Key Marketing Metrics**
- **Entrepreneurial marketing**
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