

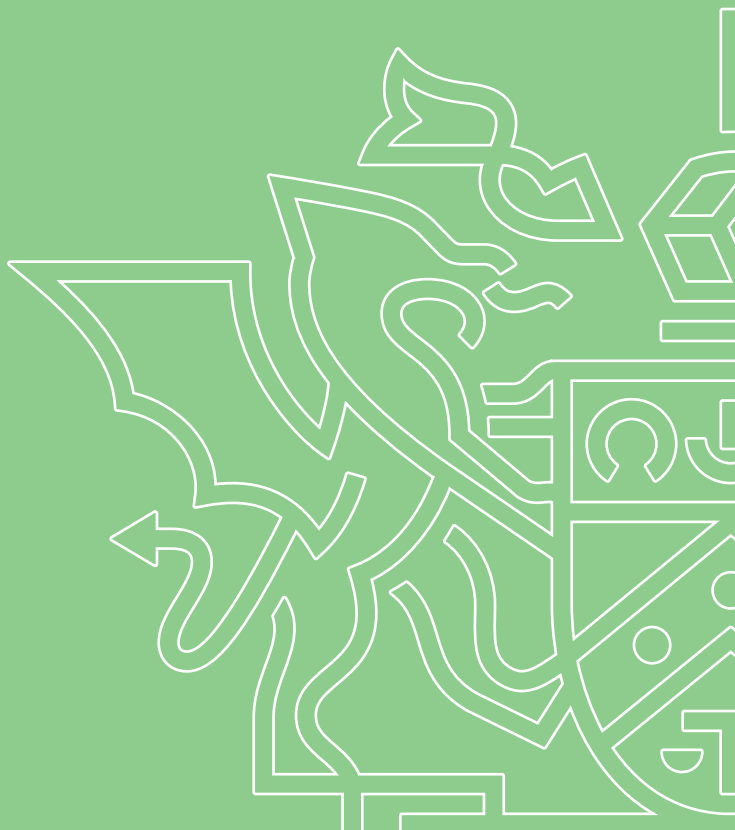


The Chartered
Institute of Marketing

Reading List 2018/19

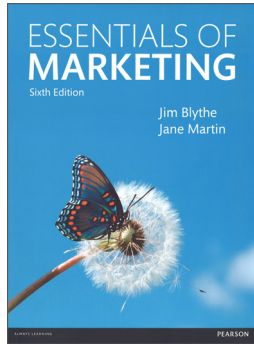
Foundation Certificate in Marketing

Professional Marketing Qualifications



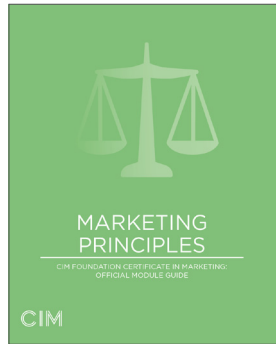
Mandatory Module

Marketing Principles





Recommended reading

Blythe, J. and Martin, J. (2016) *Essentials of marketing*. 6th edition. Harlow, Prentice Hall.



Module guide

CIM (2015) *CIM Foundation Certificate in professional marketing: official module guide - Marketing Principles*.* Cookham, CIM. *

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

Further reading

Fahy, J. and Jobber, D. (2015) *Foundations of marketing. 5th edition*. Maidenhead, McGraw Hill.

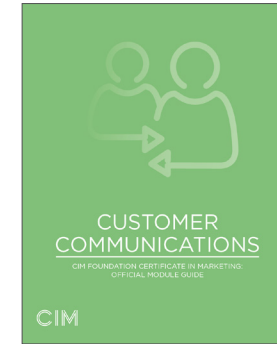
Elective Module

Customer Communications





Recommended reading

Egan, J. (2015) *Marketing communications*. 2nd Edition. London, Sage.



Module guide

CIM (2015) *CIM Foundation Certificate in professional marketing: official module guide - Customer Communications*.* Cookham, CIM. *

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

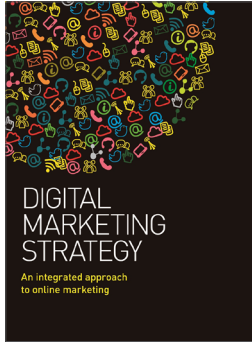
Further reading

Smith, P.R. and Zook, Z. (2016) *Marketing communications: integrating offline and online with social media*. 6th Edition. London, Kogan Page.

Blythe, J. and Martin, J. (2016) *Essentials of marketing*. 6th Edition. Harlow, Prentice Hall.

Fill, C. and Turnbull, S. (2016) *Marketing communications: discovery, creation and conversations*. 7th Edition. Harlow, Pearson.

Digital Essentials



Recommended reading

Kingsnorth, S. (2016) ***Digital marketing strategy: an integrated approach to online marketing.*** London, Kogan Page.

Further reading

Chaffey, D. and Ellis-Chadwick, F. (2016) ***Digital marketing: strategy, implementation and practice.*** 6th edition. Harlow, Pearson.

Meerman Scott, D. (2017) ***The new rules of marketing & PR.*** 6th edition. New Jersey, Wiley.

Ryan, D. and Jones, C. (2016) ***Understanding digital marketing: marketing strategies for engaging the digital generation.*** 4th edition. London, Kogan Page.

Smith, N. (2016) ***Digital marketing in a week: brilliant online marketing in seven simple steps.*** 2nd edition, London, Hodder & Stoughton.

Smith, N. (2016) ***SEO and search marketing in a week.*** 2nd edition. London, Hodder & Stoughton.

Smith, N. (2016) ***Social media marketing in a week.*** London, Hodder & Stoughton.

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