



The Chartered
Institute of Marketing

Reading List 2018/19

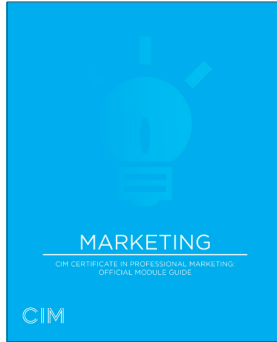
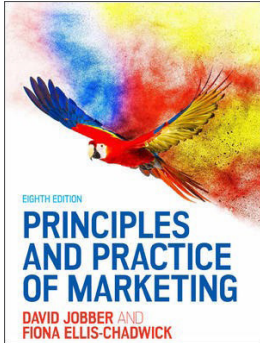
Certificate in Professional Marketing

Professional Marketing Qualifications



Mandatory Module

Marketing



Recommended reading

Jobber, D. and Ellis-Chadwick, F. (2016) *Principles and practice of marketing*. 8th edition. Maidenhead, McGraw-Hill.

Module guide

CIM (2014) *CIM Certificate in professional marketing: official module guide - Marketing*. * Cookham, CIM. □*

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

Further reading

Baines, P. and Fill, C. (2016) *Marketing*. 4th edition. Oxford, OUP.

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

Brassington, F. and Pettitt, S. (2012) *Essentials of marketing*. 3rd edition. Harlow, Pearson.

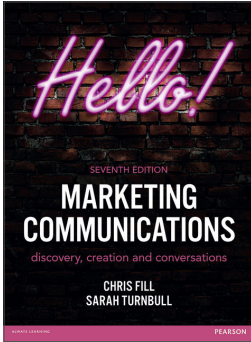
Dibb, S., Simkin, L. Pride, W. and Ferrell, O.C. (2016) *Marketing concepts and strategies*. 7th edition. Boston, Cengage.

Kotler, P., Armstrong, G., Harris L. and Piercy, N. (2016) *Principles of marketing*. 7th European edition. Harlow, Pearson.

Kotler, P. and Armstrong, G. (2017) *Principles of marketing*. 17th Global edition. Harlow, Pearson.

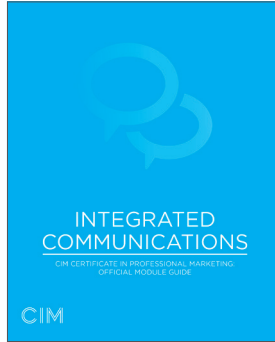
Mandatory Module

Integrated Communications





Recommended reading

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



Module guide

CIM (2014) *CIM Certificate in Professional Marketing: official module guide - Integrated Communications*. Cookham, CIM. *

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

Further reading

De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2017) *Marketing communications: a European perspective*. 6th edition. Harlow, Pearson.

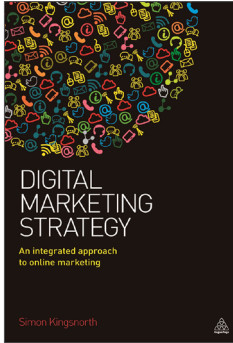
Egan, J. (2011) *Relationship marketing: exploring relational strategies in marketing*. 4th edition. Harlow, FT/Prentice Hall.

Percy, L. (2018) *Strategic integrated marketing communications*. 3rd edition. Abingdon, Routledge.

Smith, P.R. and Zook, Z. (2016) *Marketing communications: offline and online integration, engagement and analytics*. 6th edition. London, Kogan Page.

Elective Module

Digital Marketing



Recommended reading

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

Further reading

Chaffey, D. and Smith, P.R. (2017) ***Digital marketing excellence: planning and optimizing and integrating online marketing.*** 5th edition. Abingdon, Routledge.

Hofacker, C. (2018) ***Digital marketing: communicating, selling and connecting.*** Northampton, MA, Edward Elgar.

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

Meerman Scott, D. (2017) ***The new rules of marketing and PR.*** 6th edition. Chichester, John Wiley & Sons.

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

Ryan D. (2014) ***The best digital marketing campaigns in the world II.*** 2nd edition. London, Kogan Page.

Smith, P.R. (2018) ***SOSTAC® guide to your perfect digital marketing plan.*** Volume 4. P.R.Smith.

Elective Module

Customer Experience



Recommended reading

Soudagar, R., Iyer, V. and Hildebrand, V. (2011). *The customer experience edge*. US, McGraw-Hill.

Or

Seligman, J. (2018) *Customer experience management: service design and delivery*. Abingdon, Routledge. (Publishes in September 2018)

Further reading

Cook, S. (2015) *Leading the customer experience: inspirational service leadership*. Abingdon, Routledge.

Hague, P. and Hague, N. (2018) *B2B customer experience: a practical guide to delivering exceptional CX*. London, Kogan Page.

Klaus, P. (2014) *Measuring customer experience: how to develop and execute the most profitable customer experience strategies*. Basingstoke, Palgrave MacMillan.

Newman, M. and McDonald, M. (2018) *100 Practical ways to improve customer experience: achieve end-to-end customer engagement in a multichannel world*. London, Kogan Page. (Publishes in August 2018)

Pennington, A. (2016) *The customer experience book: how to design, measure and improve customer experience in your business*. Harlow, Pearson.

Peppers, D., Rogers, M. and Kotler, P. (2016) *Managing customer experience and relationships: a strategic framework*. 3rd edition. Hoboken, John Wiley.

Seligman, J. (2012) *Customer experience in modern marketing*. Lulu.com.

Smith, S., and Milligan, A. (2015) *On purpose: delivering a branded customer experience people love*. London, Kogan Page.

