



The Chartered
Institute of Marketing

Reading List 2018/19

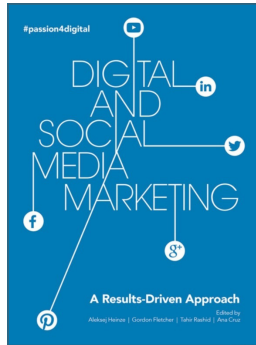
Digital Diploma in Professional Marketing

Professional Marketing Qualifications



Mandatory Module

Driving Digital Experience



Recommended reading

Heinze, A. et al (2017) *Digital and social media marketing*. Abingdon, Routledge.

Further reading

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

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

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

Longbottom, D. (ed) and Lawson, A. (ed) (2016) *Alternative market research methods: market sensing*. Abingdon, Routledge.

Rappaport, S. D. (2015) *The digital metrics field guide: the definitive references for brands using the web, social media, mobile media or email*. BIS publishing.

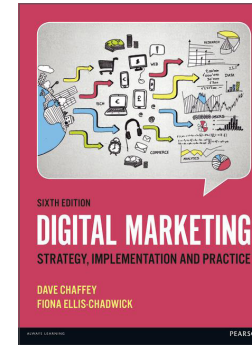
Available on Ebook Central
Flores, L. (2014) *How to measure digital marketing: metrics for assessing impact and designing success*. Basingstoke, Palgrave Macmillan.

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

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

Mandatory Module

Digital Strategy



Recommended reading

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

Further reading

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

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

Dahl, S. (2014) *Social media marketing: theories and applications*. London, Sage. (New edition due February 2018)

Further reading (continued)

Heinze, A. et al (2017) *Digital and social media marketing*. Abingdon, Routledge.

Phillips, J. (2016) *Ecommerce analytics: analyse and improve the impact of your digital strategy*. New Jersey, Pearson.

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

Sponder, M. and Kham, G.F. (2017) *Digital analytics for marketing*. Abingdon, Routledge.

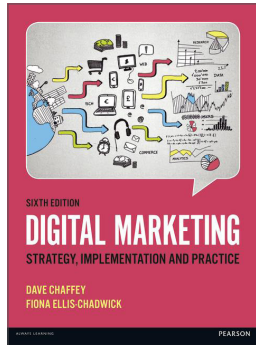
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Flores, L. (2014) *How to measure digital marketing: metrics for assessing impact and designing success*. Basingstoke, Palgrave Macmillan.

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

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

Mastering Digital Channels



Recommended reading

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

Further reading

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

Heinze, A. et al (2017) *Digital and social media marketing*. Abingdon, Routledge.

Phillips, J. (2016) *Ecommerce analytics: analyse and improve the impact of your digital strategy*. New Jersey, Pearson.

Marr, B. (2017) *Data strategy: how to profit from a world of big data, analytics and the internet of things*. Kogan Page.

Wexler, S., Shaffer, J. and Cotgreave, A. (2017) *The big book of dashboards: visualizing your data using real-world business scenarios*. Wiley.

Clampitt, P.G. (2017) *Social media strategy: tools for professionals and organizations*. Sage.

Berger, J. (2016) *Contagious: why things catch on*. New York, Simon & Schuster.

Sheridan, M. (2017) *They ask, you answer: a revolutionary approach to inbound sales, content marketing, and today's digital consumer*. Hoboken, Wiley.

Jantsch, J. and Singleton, P. (2016) *SEO for Growth: the ultimate guide for marketers, web designers & entrepreneurs*. SEO for Growth.

Baer, J. (2016) *Hug your haters: how to embrace complaints and keep your customers*. Portfolio.

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

Available on Ebook Central

Flores, L. (2014) *How to measure digital marketing: metrics for assessing impact and designing success*. Basingstoke, Palgrave Macmillan.

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

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

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