Reading List 2019/20

Diploma in Professional Marketing

(Existing Syllabus)

Professional Marketing Qualifications
Mandatory Module

Strategic Marketing

Recommended reading


Module guide

CIM. (2014) *CIM Diploma in Professional Marketing: official module guide - Strategic Marketing*. Cookham, CIM. * This is available as an e-book free of charge to members studying this module.

Further reading


Mandatory Module

Mastering Metrics

Recommended reading


Module guide


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

Further reading


Elective Module

Digital Strategy

Recommended reading


Further reading


Elective Module

Driving Innovation

Recommended reading


Further reading


