



The Chartered  
Institute of Marketing

Reading List 2018/19

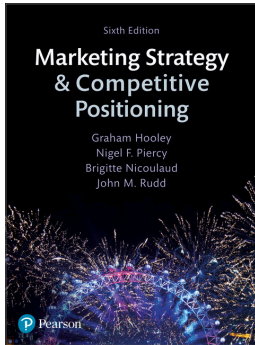
# Diploma in Professional Marketing

Professional Marketing Qualifications



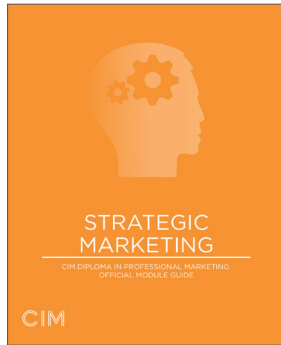
## Mandatory Module

# Strategic Marketing



### Recommended reading

Hooley, G., Nicoulaud, B., Piercy, N. and Rudd, J. (2017) ***Marketing strategy and competitive positioning***. 6th edition. Harlow, FT Prentice Hall.



### 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

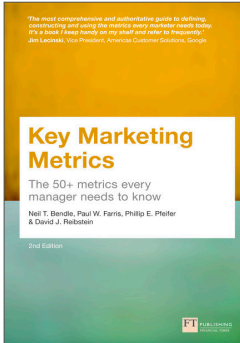
Aaker, D. and McLouglin, D. (2010) ***Strategic market management: global perspectives***. Chichester, John Wiley.

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

McDonald, M. and Wilson, H. (2016) ***Marketing plans: how to prepare them, how profit from them***. 8th edition. Chichester, John Wiley.

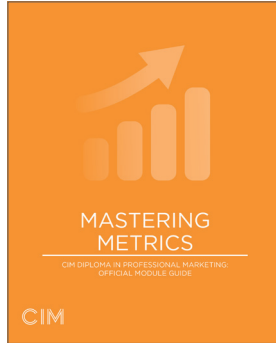
## Mandatory Module

# Mastering Metrics





### Recommended reading

Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J. (2017) **Key marketing metrics**. 2nd edition. Harlow, Pearson.



### Module guide

CIM. (2014) **CIM Diploma in Professional Marketing: official module guide - Mastering Metrics**. Cookham, CIM. \*

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

### Further reading

Davis, J.A. (2017) **Measuring marketing: The 100+ essential metrics every marketer needs**. 3rd edition. Boston, de Gruyter.

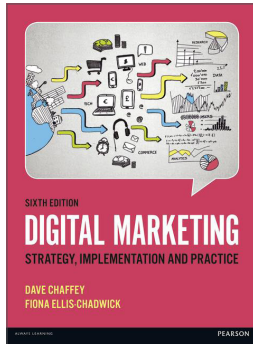
Hemann, C. and Burbary, K. (2018) **Digital marketing analytics: making sense of consumer data in a digital world**. 2nd edition. Indianapolis, QUE.

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

Marr, B. (2016) **Big data in practice: how successful companies use big data analytics to deliver extraordinary results**. Chichester, John Wiley & Sons.

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

# Digital Strategy



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## Recommended reading

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

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## 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. (2018) ***Social media marketing: theories and applications***. 2nd edition. London, Sage.

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

Heinze, A. et al (2016) ***Digital and social media marketing***. Abingdon, Routledge.

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

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

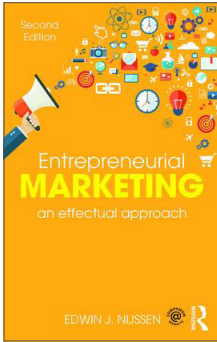
Richardson, N., James, J. and Kelley, N. (2015) ***Customer-centric marketing: supporting sustainability in the digital age***. London, Kogan Page.

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.

## Elective Module

# Driving Innovation



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### Recommended reading

Nijssen, E.J. (2017) ***Entrepreneurial marketing: an effectual approach***. 2nd edition. Abingdon, Routledge.

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

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### Further reading

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

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

Lodish, L.M., Morgan, H.L. et al. (2015) ***Marketing that works: how entrepreneurial marketing can add sustainable value to any sized company***. 2nd edition. New Jersey, Pearson.

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

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

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