

CAM Diploma in Digital Marketing Media and Branding

Reading List

Qualifications awarded by

CIM

The Chartered
Institute of Marketing

CAM DIPLOMA IN DIGITAL MARKETING (MEDIA AND BRANDING)

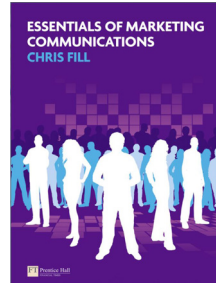
RECOMMENDED SUPPORT MATERIALS



*Baines, P., Fill, C. and Rosengren, S. (2016) **Marketing**. 4th edition. Oxford, Oxford University Press.

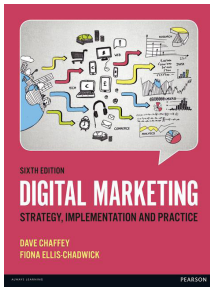


*Bradley, N (2013) **Marketing Research: tools and techniques**. 3rd edition. Oxford, Oxford University Press.



*Fill, C. (2011) **Essentials of marketing communications**. Harlow, FT Prentice Hall.

Simply Marketing Communications (by Chris Fill) is available on MyLibrary.



Plus

Chaffey, D. and Ellis-Chadwick, F. (2015) ***Digital Marketing: strategy, implementation and practice***. 6th edition. Harlow, FT Prentice Hall.

Also available as an ebook.

Further reading

Chaffey, D. (2015) ***Digital business and e-commerce management***. 6th edition. Harlow, FT Prentice Hall.

Bratton, S. and Evans, D. (2012) ***Social media marketing: an hour a day***. 2nd edition. Indianapolis, Wiley Publishing.

Recommended alternative ebook: Holloman, C (2011) ***The social media MBA***. Wiley Publishing.

Hitchens J. and Hitchens P. (2016) ***Brand management in a week***. London, Hodder.

Kapferer J-N, (2012) ***The new strategic brand management***. 5th edition, London, Kogan Page. (Also available as an ebook.)

Kutcher, A. and Solis, B. (2011) ***Engage: the complete guide for brands and businesses to build, cultivate, and measure success in the new web***. New Jersey, John Wiley & Sons. (Also available as an ebook.)

Philips, D. and Young, P. (2009) ***Online public relations: a practical guide to developing an online strategy in the world of social media***. London, Kogan Page. (Also available as an ebook.)

Young, A. (2014) ***Brand media strategy: integrated communications planning in the digital era***. 2nd edition. US, Palgrave Macmillan.
