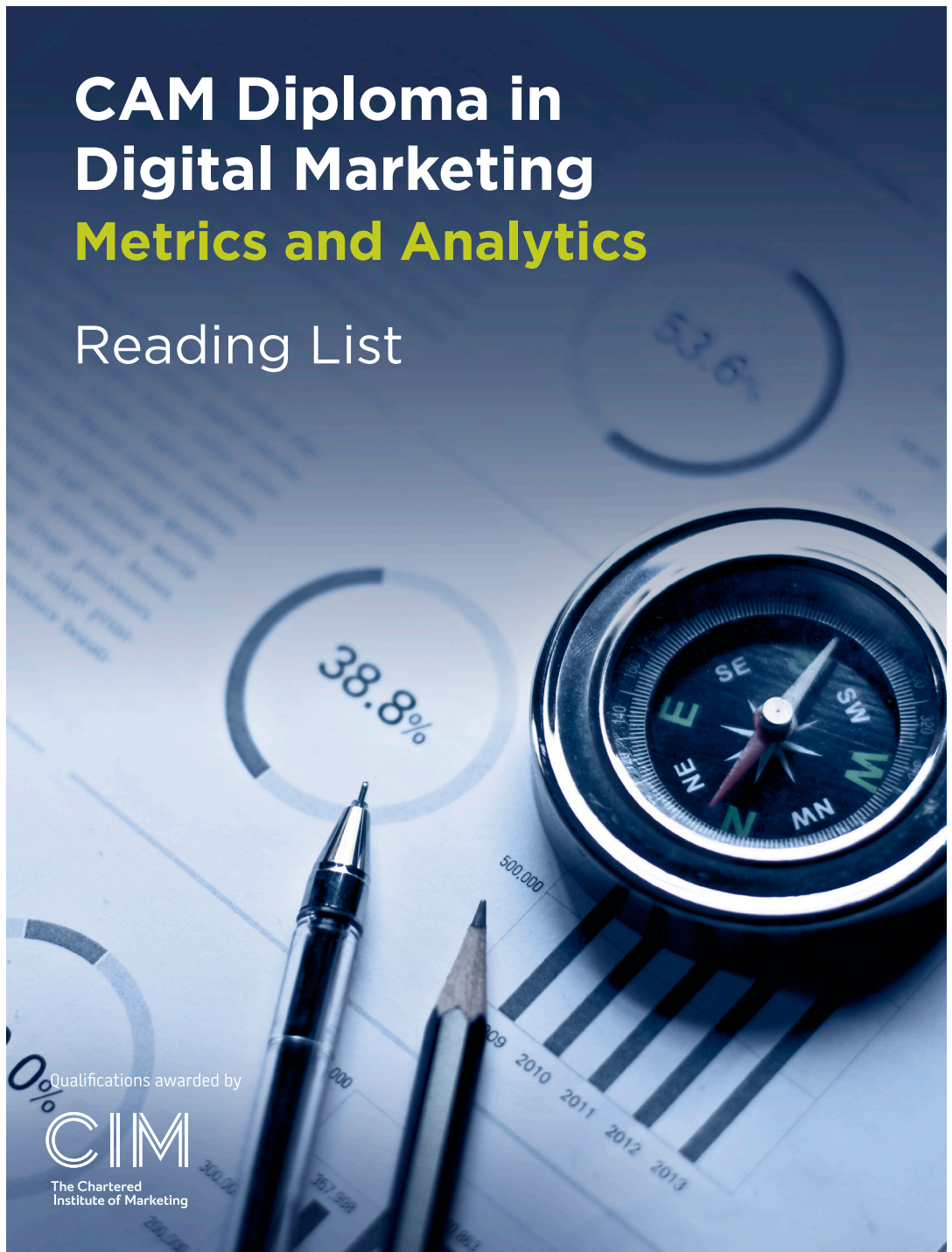


# CAM Diploma in Digital Marketing Metrics and Analytics

## Reading List



Qualifications awarded by



The Chartered  
Institute of Marketing

## CAM DIPLOMA IN DIGITAL MARKETING (METRICS AND ANALYTICS)

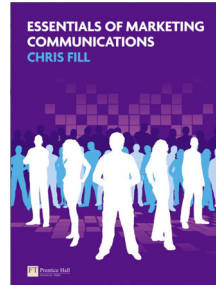
# RECOMMENDED SUPPORT MATERIALS



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

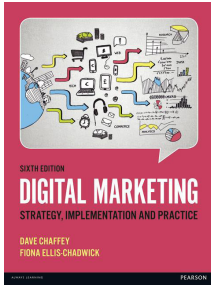


\*Bradley, N (2013) **Marketing Research: tools and techniques**. 3rd edition. Oxford, Oxford University Press.



\*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

---

Arikan, A. (2008) ***Multichannel marketing: metrics and methods for on and offline success***. Indianapolis, John Wiley & Sons. (Also available as an ebook.)

Clifton, B. (2015) ***Successful analytics: gain business insights by managing Google Analytics***. Advanced Web Metrics.

Frick, T. (2014) ***Return on engagement: content, strategy, and design techniques for digital marketing: a web designer's field guide to digital marketing***. Oxford, Focal Press. (Also available as an ebook.)

Kaushik, A. (2009) ***Web analytics 2.0: the art of online accountability and science of customer centricity***. Indianapolis, Wiley. Also available as an e-book.

Scott, D.M. and Sterne, J. (2010) ***Social media metrics***. Indianapolis, Wiley. (Ebook)

© CIM 2017. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM.

CIM

Moor Hall  
Cookham  
Maidenhead  
Berkshire, SL6 9QH  
United Kingdom

W [cim.co.uk/shop](http://cim.co.uk/shop)

 [@CIMinfo](https://twitter.com/CIMinfo)

 [facebook.com/TheCIM](https://facebook.com/TheCIM)

 [The Chartered Institute of Marketing \(CIM\)](https://www.linkedin.com/company/the-chartered-institute-of-marketing-cim/)