

CAM Diploma in Digital Marketing

Mobile marketing in practice

Reading List

Qualifications awarded by



The Chartered
Institute of Marketing

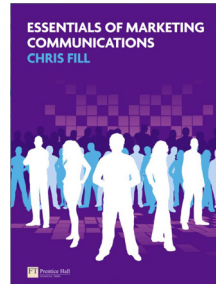
CAM DIPLOMA IN DIGITAL MARKETING (MOBILE) RECOMMENDED SUPPORT MATERIALS



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

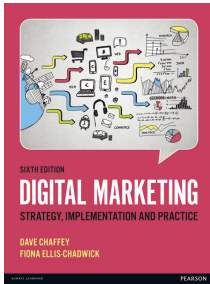


*Bradley, N (2013) **Marketing Research: tools and techniques**. 3rd edition. Oxford, Oxford University Press.



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

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



Plus

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

Also available as an book.

Further reading

Richardson, N. (2010) ***A quick start guide to mobile marketing: create a dynamic campaign and improve your competitive advantage***. London, Kogan Page. Also available as an ebook.

Godin, S. (2007) ***Permission marketing***. Reading, Pocket Books. Also available as an ebook.

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