

CAM Diploma in Digital Marketing Reading List

Qualifications awarded by

CAM DIPLOMA IN DIGITAL MARKETING

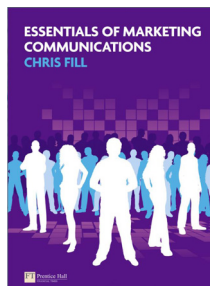
RECOMMENDED SUPPORT MATERIALS



*Baines, P., Fill, C. and Rosengren, S. (2016) **Marketing**. 4th edition. Oxford, Oxford University Press. **£47.99**

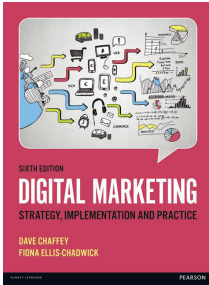


*Bradley, N (2013) **Marketing Research: tools and techniques**. 3rd edition. Oxford, Oxford University Press. **£43.99**



*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. **£54.99**

Also available as an ebook.

Further reading

Brown, E. (2012) ***Working the crowd: social media marketing for business***. 2nd edition. Swindon, British Informatics Society Ltd. (Also available as an ebook.)

Chaffey, D. and Smith, P. (2017) ***Digital marketing excellence: planning, optimizing and integrating online marketing***. 5th edition, Abingdon, Routledge.

Comm, J. and Burge, K. (2015) ***Twitter power: how to dominate your market one tweet at a time***. US, John Wiley & Sons. (Also available as an ebook.)

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

Ryan, D. (2016) ***Understanding digital marketing***. 4th edition, London, Kogan Page. (Also available as an ebook.)

Ryan D. and Jones, C. (2014) ***The best digital marketing campaigns in the world 2***. London, Kogan Page. (Also available as an ebook.)

Scott, D.M. (2017) ***The new rules of marketing and PR: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly***. 6th edition. Chichester, John Wiley & Sons.

Trott, P. (2016) ***Innovation management and new product development***. 6th edition, Harlow, Pearson.

Cadle, J. et al (2014) ***Business analysis techniques***. 3rd edition. BCS.

Smith, P. (2015) ***The SOSTAC guide to your perfect digital marketing plan: save time save money with a crystal clear plan***. Volume 3. P. Smith.

