

CAM Diploma in Marketing Communications

Reading List

Qualifications awarded by



The Chartered
Institute of Marketing

CAM DIPLOMA IN MARKETING COMMUNICATIONS

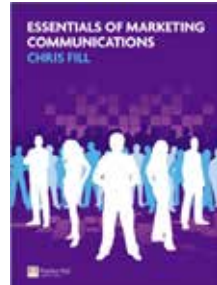
RECOMMENDED SUPPORT MATERIALS



*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

Roman, K. and Maas, J. (2005) ***How to advertise – what works, what doesn't and why***. 3rd edition. London, Kogan Page.

Recommended alternative e-book: Fill, C et al (2013) ***Advertising: strategy, creativity and media***. Harlow, Pearson.

Bird, D. (2007) ***Commonsense direct and digital marketing***. 5th edition. London, Kogan Page. (Also available as an ebook.)

Housden, M and Thomas, B (2017) ***Direct and digital marketing in practice***. 3rd edition. IDM.

Davis, A. (2007) ***Mastering public relations. 2nd revised edition***. London, Palgrave.

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.)

Scott, D.M. (2017) ***The new rules of marketing and PR***. 6th edition. Chichester, John Wiley & Sons.

Pringle, H. and Marshall, J. (2011) ***Spending advertising money in the digital age: how to navigate the media flow***. London, Kogan Page. (Also available as an ebook.)

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

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