



The Chartered  
Institute of Marketing

Reading List 2017/18

# Professional Postgraduate Diploma in Marketing - Stage One

Professional Marketing Qualifications



## Module 1

# Emerging Themes



### Recommended reading

Parsons, E. and Maclaran, P. (2009) **Contemporary issues in marketing and consumer behaviour**. Oxford, Taylor and Francis.

Bernoff, J. and Li, C. (2011) **Groundswell: winning in a world transformed by social technologies**. Expanded and Revised Edition. Boston, Harvard Business School Press.

Toffler, A. and Toffler, H. (2007) **Revolutionary wealth**. NY, Random House.

### Further reading

Porter, M.E. (2004) **Competitive strategy: techniques for analyzing industries and competitors**. NY, Free Press.

Martin, C. (2013) **Mobile influence: the new power of the consumer**. Basingstoke, Palgrave Macmillan.

Chaffey, D. and Ellis-Chadwick, F. (2015) **Digital marketing: strategy, implementation and practice**. 6th edition. Harlow, Pearson.

Tapscott, D. and Williams, A.D. (2008) **Wikinomics: how mass collaboration changes everything**. London, Atlantic books.



### Workbooks

BPP (2012) **CIM study text: Emerging Themes**. London, BPP Learning Media.

## Module 2

# Analysis and Decision



### Recommended reading

Drummond, G., Ensor, J. and Ashford, R. (2007) **Strategic marketing: planning and control**. 3rd edition. Oxford, Routledge.

Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regener, P. (2017) **Exploring strategy**. 11th edition. Harlow, Prentice Hall.

Hooley, G., Nicoulaud, B., Piercy, N. and Rudd, J. (2017) **Marketing strategy and competitive positioning**. 6th edition. Harlow, FT Prentice Hall.

Ryan D. (2016) **Understanding digital marketing: marketing strategies for engaging the digital generation**. 4th edition. London, Kogan Page.

### Further reading

Chaffey, D. et al (2015) **Digital marketing: strategy, implementation and practice**. 6th edition. Harlow, Prentice Hall.

Doyle, P. (2008) **Value-based marketing: marketing strategies for corporate growth and shareholder value**. 2nd edition. Chichester, John Wiley & Sons.

Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J (2015) **Marketing metrics: the manager's guide to measuring marketing performance**. 3rd edition. Harlow, Prentice Hall.

Hollensen, S (2016) **Global marketing**. 7th edition. Harlow, Prentice Hall.

Kerin, R. and Peterson, R. (2012) **Strategic marketing problems**. 13th edition. Harlow, Pearson.

Lynch, R. (2015) **Strategic management**. 7th edition. Harlow, FT Prentice Hall.



### Workbooks

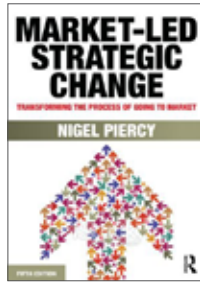
BPP (2012) **CIM study text: Analysis and Decision**. London, BPP Learning Media.

BPP (2012) **CIM assessment workbook: Chartered Postgraduate Diploma in Marketing**. London, BPP Learning Media.

BPP (2012) **CIM passcards: Chartered Postgraduate Diploma in Marketing**. London, BPP Learning Media.

## Module 3

# Marketing Leadership and Planning



### Recommended reading

Hooley, G., Nicolaud, B., Piercy, N. and Rudd, J. (2017) **Marketing strategy and competitive positioning**. 6th edition. Harlow, FT Prentice Hall.

Piercy, N. (2016) **Market-led strange change: transforming the process of going to market**. 4th edition. Oxford, Routledge.

### Further reading

Chaffey, D., and Smith, P.R. **Digital marketing excellence: planning, optimizing and integrating online marketing**. 5th edition. Oxford, Routledge.

Doyle, P. and Stern, P. (2006) **Marketing management and strategy**. 4th edition. Harlow, Prentice Hall.

### Further reading continued

Kotter, J.P. (2012) **Leading change**. Boston, Harvard Business School Press.

McDonald, M. (2016) **Marketing plans: how to prepare them, how to profit from them**. 8th revised edition. Chichester, John Wiley.

Mintzberg, H. (2000) **The rise and fall of strategic planning**. NJ, Prentice Hall.

Porter, M.E. (2004) **Competitive advantage: creating and sustaining superior performance**. New York, Free Press.

Schein, E.H. (2017) **Organizational culture and leadership**. 5th edition. San Francisco, Jossey-Bass.

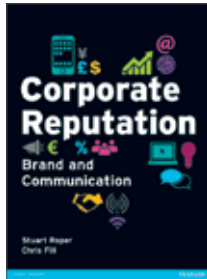
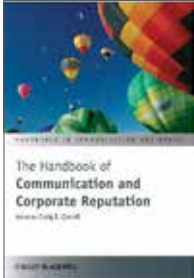
### Workbooks

BPP (2012) **CIM study text: Marketing Leadership & Planning**. London, BPP Learning Media.

BPP (2012) **CIM assessment workbook: Chartered Postgraduate Diploma in Marketing**. London, BPP Learning Media.

## Module 4

# Managing Corporate Reputation



### Recommended reading

Carroll, C (2015) *The handbook of communications and corporate reputation*. Chichester, John Wiley.

Roper, S. and Fill, C. (2012) *Corporate reputation: brand and communication*. Harlow, Prentice Hall.

Van Riel, C.B.M. and Fombrun, C.J. (2006) *Essentials of corporate communication*. Abingdon, Routledge.

### Further reading

Cornelissen, J. (2017) *Corporate communications: theory and practice*. 5th edition. London, Sage.

Davies, G. et al (2003) *Corporate reputation and competitiveness*. Oxford, Routledge.

Doorley, J. and Garcia, H.F. (2015) *Reputation management*. 3rd edition. New York, Routledge.

Elliot, R. and Percy, L. and Pervan, S. (2015) *Strategic brand management*. 3rd edition. Oxford, Oxford University Press.

Griffin, A. (2009) *New strategies for reputation management*. 2nd edition. London, Kogan Page.

Melewar, T.C. (2008) *Facets of corporate identity, communication and reputation*. London, Routledge.

### Workbooks

BPP (2012) *CIM study text: Managing Corporate Reputation*. London, BPP Learning Media.

BPP (2012) *CIM assessment workbook: Chartered Postgraduate Diploma in Marketing*. London, BPP Learning Media.

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