



The Chartered
Institute of Marketing

Reading List 2017/18

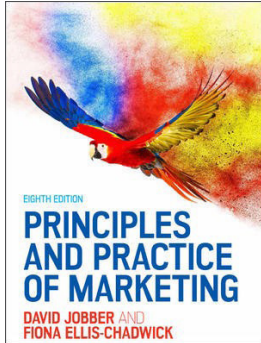
Certificate in Professional Marketing

Professional Marketing Qualifications



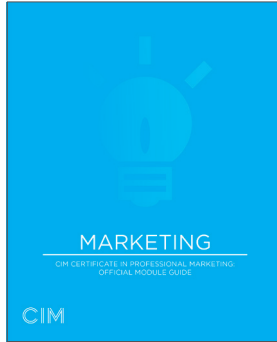
Mandatory Module

Marketing



Recommended reading

Jobber, D. and Ellis-Chadwick, F. (2016) *Principles and practice of marketing*. 8th edition. Maidenhead, McGraw-Hill.



Module guide

CIM (2014) *CIM Certificate in professional marketing: official module guide - Marketing*. * Cookham, CIM. □*

□* This is available as an e-book free of charge to members studying this module.

Further reading

Baines, P. and Fill, C. (2016) *Marketing*. 4th edition. Oxford, OUP.

Blythe, J. (2016) *Essentials of marketing*. 6th edition. Harlow, Prentice Hall.

Brassington, F. and Pettitt, S. (2012) *Essentials of marketing*. 3rd edition. Harlow, Pearson.

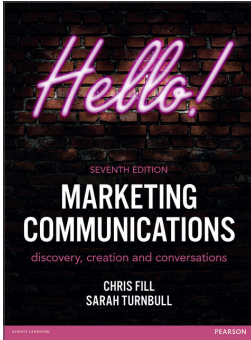
Dibb, S., Simkin, L. Pride, W. and Ferrell, O.C. (2016) *Marketing concepts and strategies*. 7th edition. Boston, Cengage.

Kotler, P., Armstrong, G., Harris L. and Piercy, N. (2016) *Principles of marketing*. 7th European edition. Harlow, Pearson.

Kotler, P. and Armstrong, G. (2015) *Principles of marketing*. 16th Global edition. Harlow, Pearson.

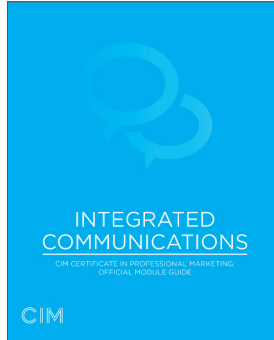
Mandatory Module

Integrated Communications





Recommended reading

Fill, C. and Turnbull, S. (2016) ***Marketing communications: discovery, creation and conversations***. 7th edition. Harlow, Pearson.



Module guide

CIM (2014) ***CIM Certificate in Professional Marketing: official module guide - Integrated Communications***. Cookham, CIM. *

* This is available as an e-book free of charge to members studying this module.

Further reading

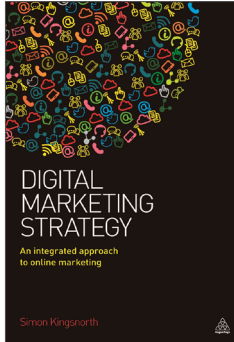
De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2017) ***Marketing communications: a European perspective***. 6th edition. Harlow, Pearson.

Egan, J. (2011) ***Relationship marketing: exploring relational strategies in marketing***. 4th edition. Harlow, FT/Prentice Hall.

Smith, P.R. and Zook, Z. (2016) ***Marketing communications: offline and online integration, engagement and analytics***. 6th edition. London, Kogan Page.

Elective Module

Digital Marketing



Recommended reading

Kingsnorth, S. (2016) ***Digital marketing strategy: an integrated approach to online marketing***. London, Kogan Page.

Further reading

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

Kaufman, I. and Horton, C. (2014) ***Digital marketing: integrating strategy and tactics with values***. Abingdon, Routledge.

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

Smith, P.R. (2015) ***SOSTAC® guide to your perfect digital marketing plan***. P.R.Smith.

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

Ryan D. (2014) ***The best digital marketing campaigns in the world II***. 2nd edition. London, Kogan Page.

Customer Experience



Recommended reading

Soudagar, R., Iyer, V. and Hildebrand, V. (2011). *The customer experience edge*. US, McGraw-Hill.

Further reading

Carvill, M and Taylor, D. (2015) *The business of being social: a practical guide to harnessing the power of Facebook, Twitter, LinkedIn, Youtube and other social media networks for all businesses*. 2nd edition. London, Crimson.

Egan, J. (2011) *Relationship marketing: exploring relational strategies in marketing*. 4th edition. Harlow, FT/Prentice Hall.

Goodman, J.A. (2014) *Customer experience 3.0: High-profit strategies in the age of techno service*. US, Amacon.

Klaus, P. (2014) *Measuring customer experience: how to develop and execute the most profitable customer experience strategies*. Basingstoke, Palgrave MacMillan.

Pennington, A. (2016) *The customer experience book: how to design, measure and improve customer experience in your business*. Harlow, Pearson.

Seligman, J. (2012) *Customer experience in modern marketing*. Lulu.com.

Shaw, C., Dibeehi, Q. and Walden, S. (2010) *Customer experience: future trends and insights*. Basingstoke, Palgrave MacMillan.

Shaw, C. and Hamilton, R. (2016) *The intuitive customer: 7 imperatives for moving your customer experience to the next level*. Basingstoke, Palgrave MacMillan.

Smith, S., and Milligan, A. (2015) *On purpose: delivering a branded customer experience people love*. London, Kogan Page.

Watkinson, M. (2012) *The ten principles behind great customer experience*. Harlow, FT Publishing.

