



The Chartered
Institute of Marketing

Reading List 2017/18

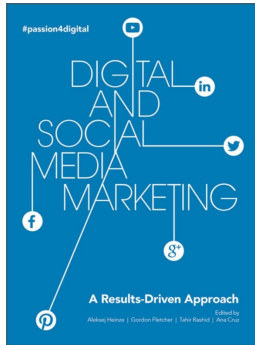
Digital Diploma in Professional Marketing

Professional Marketing Qualifications



Mandatory Module

Driving Digital Experience



Recommended reading

Heinze, A. et al (2017) ***Digital and social media marketing.*** Abingdon, Routledge.

Further reading

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

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

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

Longbottom, D. (ed) and Lawson, A. (ed) (2016) ***Alternative market research methods: market sensing.*** Abingdon, Routledge.

Rappaport, S. D. (2015) ***The digital metrics field guide: the definitive references for brands using the web, social media, mobile media or email.*** BIS publishing.

Available on MyiLibrary

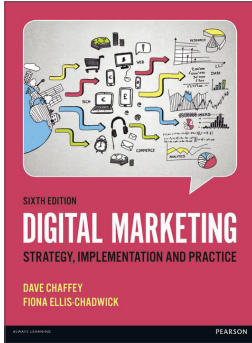
Flores, L. (2014) ***How to measure digital marketing: metrics for assessing impact and designing success.*** Basingstoke, Palgrave Macmillan.

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

Richardson, N., James, J. and Kelley, N. (2015) ***Customer-centric marketing: supporting sustainability in the digital age.*** London, Kogan Page.

Mandatory Module

Digital Strategy



Recommended reading

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

Further reading

Bones, C. and Hammersley, J. (2015) ***Leading digital strategy: driving business growth through effective e-commerce***. London, Kogan Page.

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

Dahl, S. (2014) ***Social media marketing: theories and applications***. London, Sage. (New edition due February 2018)

Heinze, A. et al (2017) ***Digital and social media marketing***. Abingdon, Routledge.

Phillips, J. (2016) ***Ecommerce analytics: analyse and improve the impact of your digital strategy***. New Jersey, Pearson.

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

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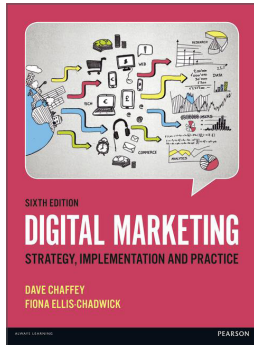
Flores, L. (2014) ***How to measure digital marketing: metrics for assessing impact and designing success***. Basingstoke, Palgrave Macmillan.

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

Richardson, N., James, J. and Kelley, N. (2015) ***Customer-centric marketing: supporting sustainability in the digital age***. London, Kogan Page.

Mandatory Module

Mastering Digital Channels



Recommended reading

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

Further reading

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

Heinze, A. et al (2017) ***Digital and social media marketing***. Abingdon, Routledge.

Phillips, J. (2016) ***Ecommerce analytics: analyse and improve the impact of your digital strategy***. New Jersey, Pearson.

Marr, B. (2017) ***Data strategy: how to profit from a world of big data, analytics and the internet of things***. Kogan Page.

Wexler, S., Shaffer, J. and Cotgreave, A. (2017) ***The big book of dashboards: visualizing your data using real-world business scenarios***. Wiley.

Clampitt, P.G. (2017) ***Social media strategy: tools for professionals and organizations***. Sage.

Berger, J. (2016) ***Contagious: why things catch on***. New York, Simon & Schuster.

Sheridan, M. (2017) ***They ask, you answer: a revolutionary approach to inbound sales, content marketing, and today's digital consumer***. Hoboken, Wiley.

Jantsch, J. and Singleton, P. (2016) ***SEO for Growth: the ultimate guide for marketers, web designers & entrepreneurs***. SEO for Growth.

Baer, J. (2016) ***Hug your haters: how to embrace complaints and keep your customers***. Portfolio.

Bones, C. and Hammersley, J. (2015) ***Leading digital strategy: driving business growth through effective e-commerce***. London, Kogan Page.

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Flores, L. (2014) ***How to measure digital marketing: metrics for assessing impact and designing success***. Basingstoke, Palgrave Macmillan.

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

Richardson, N., James, J. and Kelley, N. (2015) ***Customer-centric marketing: supporting sustainability in the digital age***. London, Kogan Page.

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CIM

Moor Hall
Cookham
Maidenhead
Berkshire, SL6 9QH
United Kingdom

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