



Bachelor of Philosophy (BPhil) Honours in Marketing Management

Prescribed Booklist Semester Two 2022

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
ABM401H	Advanced Brand Management	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN: 9781292314969 eISBN: 9781292314990	Keller, K.L. & Swaminathan, V.	Pearson Prentice Hall	5th Global Edition	2020
ADM401H	Advanced Digital Marketing	Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing ISBN: 9781138191709 eISBN: 9781317276722	Chaffey, D. & Smith, P.R.	Routledge	5th	2017
AMAR401H	Advanced Marketing Application: Report	eStudy Guide				
AMRR402H	Advanced Marketing Research: Report	eStudy Guide and any appropriate research textbook as per eStudy Guide				
ART401H	Advanced Research: Theory	eStudy Guide				
ASM401H	Advanced Strategic Marketing	Marketing Strategy and Competitive positioning ISBN: 9781292276540 eISBN: 9781292276557	Hooley, G., Piercy, N.F., Nicoulaud, B., Rudd, J.M., Lee, N.	Pearson	7th	2020

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