



Prescribed Booklist Semester Two 2022

Postgraduate Diploma in Marketing Management

| CODE | MODULE | PRESCRIBED TEXT | AUTHORS | PUBLISHER | EDITION | YEAR |
|----------|---|--|---|-----------------------|-----------------------|------|
| ABMC401P | Applied Brand Management and Communications | 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 |
| AGMD401P | Applied Global Marketing Dynamics | eStudy Guide | | | | |
| AML401P | Applied Marketing Leadership | Foundations of Marketing ISBN: 9781526847348 eISBN: 9781526847355 | Fahy, J. & Jobber, D. | McGraw-Hill | 6th | 2019 |
| AMM401P | Applied Marketing Metrics | Marketing Metrics: The manager's guide to measuring marketing performance ISBN: 9780136717133 eISBN: 9780137460267 | Bendle, N.T., Farris, Paul W., Pfeifer, E. & Reibstein, David | Pearson | 4th | 2021 |
| AMP401P | Applied Marketing Project | Online Resources available on eLearn | | | | |

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