



Prescribed Booklist Semester One 2023

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
ADMD401P	Applied Digital Marketing Dynamics	eStudy Guide Recommended reading only: Digital Marketing: Strategy, Implementation and Practice ISBN: 9781292400969 eISBN: 9781292400990	Chaffey, D. & Ellis-Chadwick, F.	Pearson	8th	2022
AML401P	Applied Marketing Leadership	Foundations of Marketing ISBN: 9781526849007 eISBN: 9781526849014	Fahy, J. & Jobber, D.	McGraw-Hill	7th	2022
AMM401P	Applied Marketing Metrics	eStudy Guide Recommended reading only: 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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