



Graduate
School

Prescribed Booklist Semester One 2024

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	2020
ADMD401P	Applied Digital Marketing Dynamics	eStudy Guide				
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				
AMP401P	Applied Marketing Project	Online Resources available on eLearn				

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