



The Chartered
Institute of Marketing

Reading List 2020/21

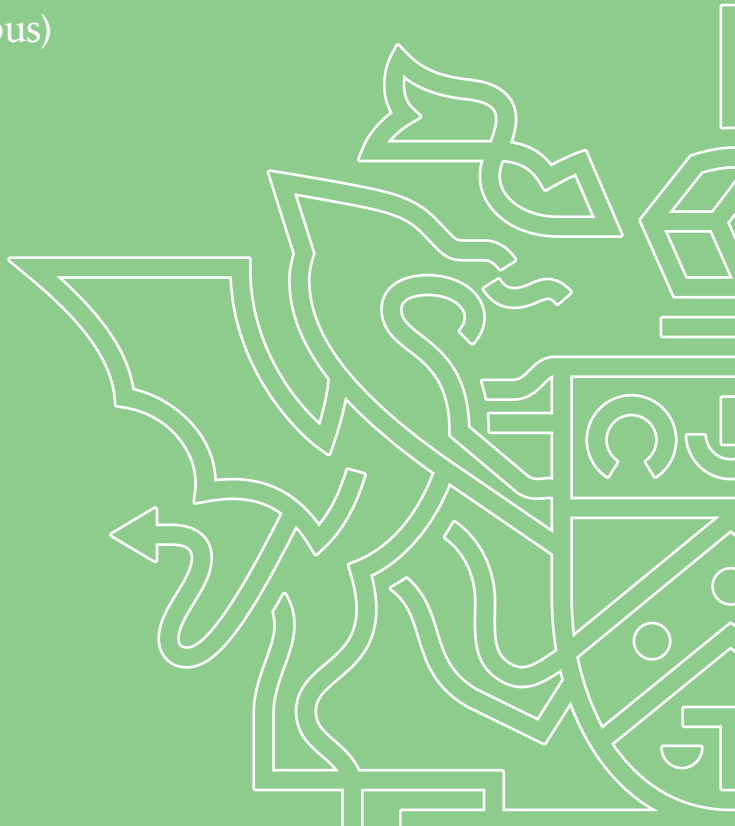
Foundation Certificate in Professional Marketing

(Revised Syllabus)

Foundation Certificate in Professional Digital Marketing

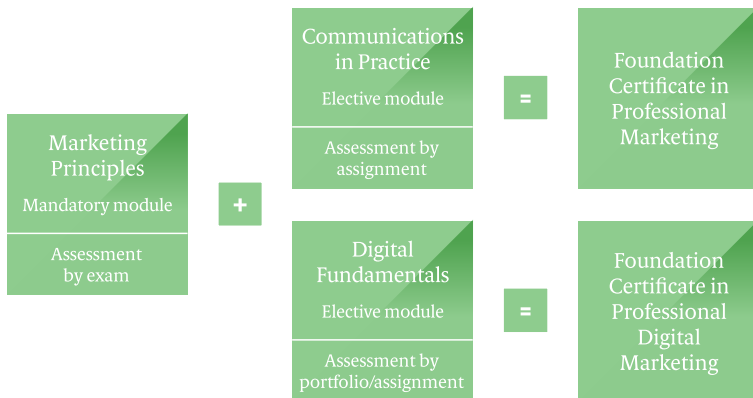
(Revised Syllabus)

Level 3



Foundation

Qualification Structure



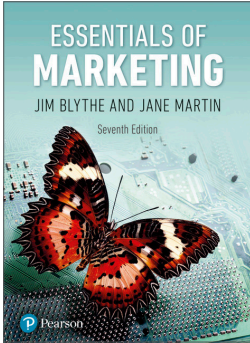
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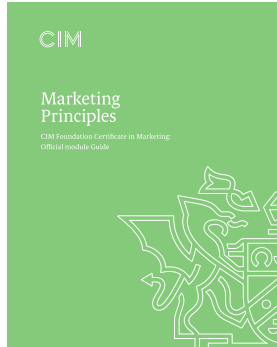
Mandatory Module

Marketing Principles




Recommended reading

Blythe, J. and Martin, J. (2019) ***Essentials of marketing***. 7th edition. Harlow, Pearson Education.



Module guide

CIM (2019) ***Official module guide - Marketing Principles***. 2nd edition. Cookham, CIM. *

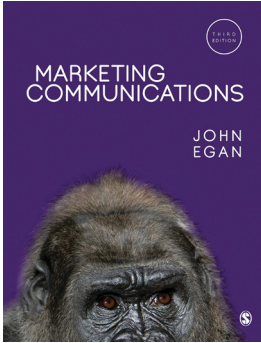
* The eBook version of this is available free to studying members via MyCIM. Click on the image above to purchase a hard copy.

Further reading

Fahy, J. and Jobber, D. (2019) ***Foundations of marketing***. 6th edition. Maidenhead, McGraw Hill.

Elective Module

Communications in Practice



Recommended reading

Egan, J. (2020) ***Marketing communications***. 3rd Edition. London, Sage.

Further reading

Smith, P.R. and Zook, Z. (2019) ***Marketing communications: integrating online and offline, customer engagement and digital technologies***. 7th Edition. London, Kogan Page.

Blythe, J. and Martin, J. (2019) ***Essentials of marketing***. 7th Edition. Harlow, Pearson Education.

Fill, C. and Turnbull, S. (2019) ***Marketing communications: touchpoints, sharing and disruption***. 8th Edition. Harlow, Pearson.

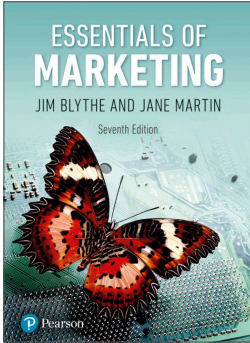
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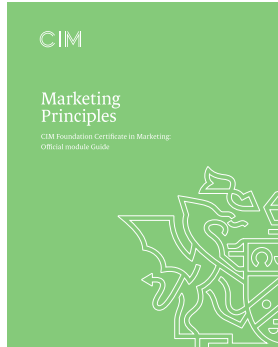
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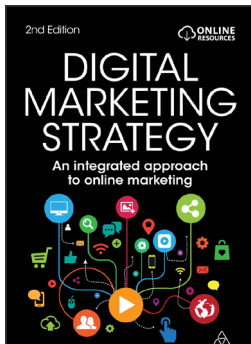
* This is available as an e-book free of charge to members studying this module.

Further reading

Fahy, J. and Jobber, D. (2019) ***Foundations of marketing. 6th edition***. Maidenhead, McGraw Hill.

Elective Module

Digital Fundamentals



Recommended reading

Kingsnorth, S. (2019)
Digital marketing strategy: an integrated approach to online marketing. 2nd edition. London, Kogan Page.

Further reading

Chaffey, D. and Ellis-Chadwick, F. (2019) ***Digital marketing: strategy, implementation and practice.*** 7th edition. Harlow, Pearson.

📖 * Available on Ebook Central.

Brown, E. and Aoki, B. (2018)
Digital marketer. Swindon, BCS Learning & Development.

📖 * Available on Ebook Central.

Meerman Scott, D. (2020) ***The new rules of marketing & PR: how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly.*** 7th edition. New Jersey, Wiley.

Marshall, C. (2018) ***Writing for social media.*** Swindon, BCS Learning & Development.

