



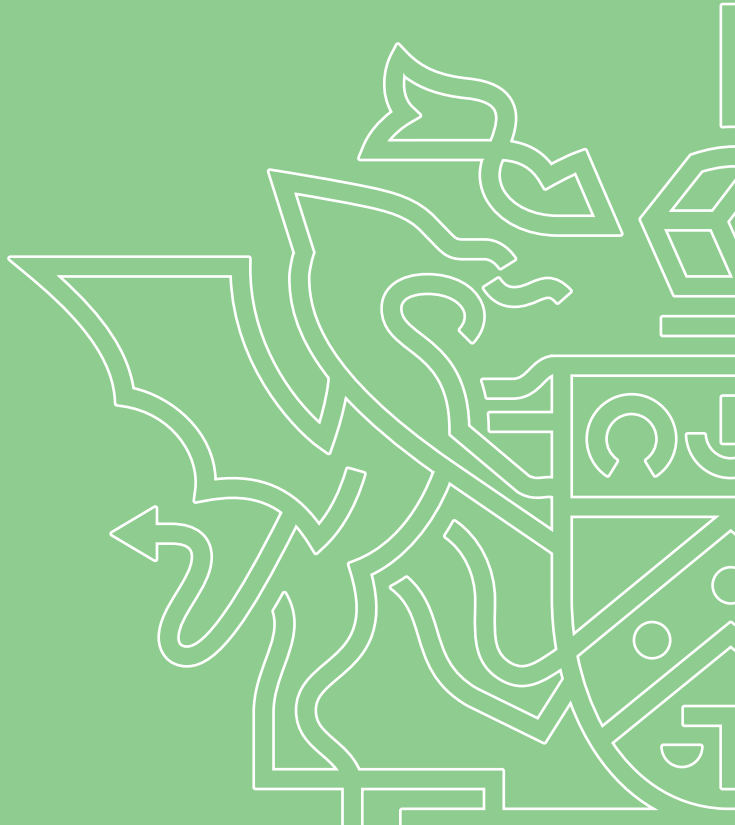
The Chartered
Institute of Marketing

Reading List 2022/23

Foundation Certificate
in Professional Marketing

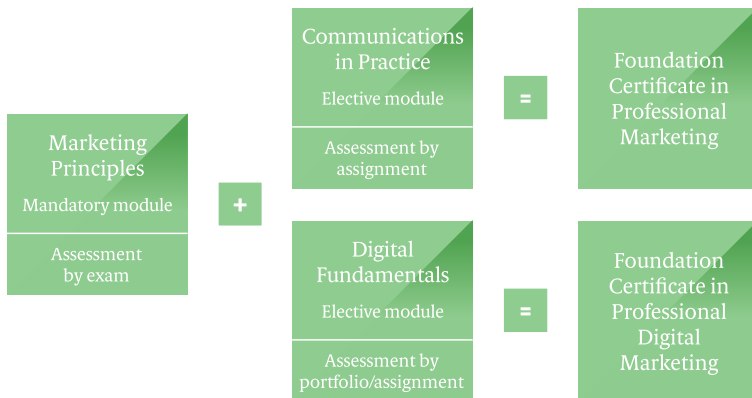
Foundation Certificate
in Professional Digital Marketing

Level 3



Foundation

Qualification Structure

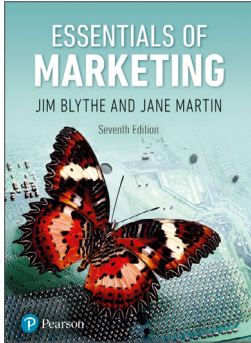


Foundation Certificate in Professional Marketing

Reading List 2022/23

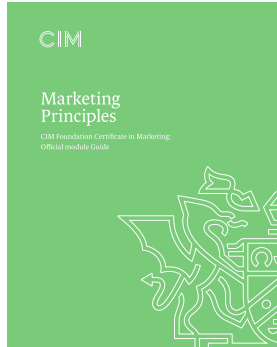
Mandatory Module

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.

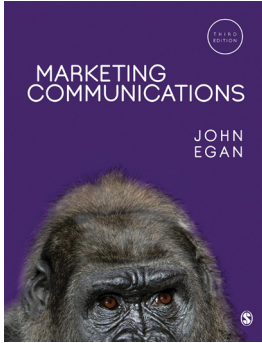
- * The eBook version of this is available free to studying members via MyCIM. Click on the image above to purchase a hard copy.

Further reading

Fahy, J. and Jobber, D. (2022) ***Foundations of marketing***. 7th 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.

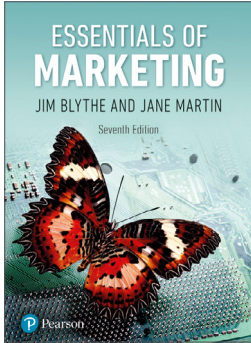
Fill, C. and Turnbull, S. (2019) ***Marketing communications: touchpoints, sharing and disruption***. 8th edition. Harlow, Pearson.

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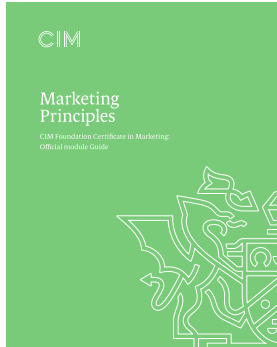
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Marketing Principles



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Further reading

Fahy, J. and Jobber, D. (2022) ***Foundations of marketing***. 7th edition. Maidenhead, McGraw Hill.

Elective Module

Digital Fundamentals



Recommended reading

Kingsnorth, S. (2022) ***Digital marketing strategy: an integrated approach to online marketing***. 3rd edition. London, Kogan Page.

Further reading

Chaffey, D. and Ellis-Chadwick, F. (2022) ***Digital marketing: strategy, implementation and practice***. 8th edition. Harlow, Pearson.

📖 * 7th edition available on Ebook Central.

Scott, D.M. (2022) ***The new rules of marketing and PR: how to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly***. 8th edition. Hoboken, Wiley.

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

Hanlon, A. (2022) ***Digital marketing: strategic planning and integration***. 2nd edition. London, Sage.

