



The Chartered
Institute of Marketing

Reading List 2022/23

Certificate in Professional
Marketing

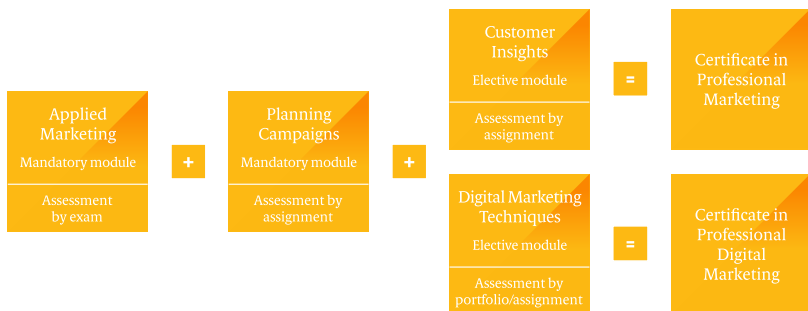
Certificate in Professional
Digital Marketing

Level 4



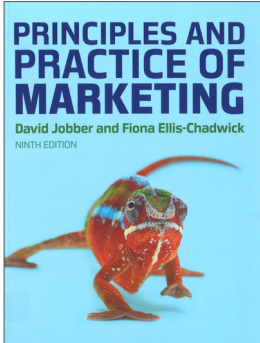
Certificate

Qualification Structure



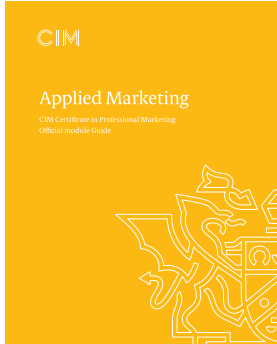
Mandatory Module

Applied Marketing



Recommended reading

Jobber, D. and Ellis-Chadwick, F. (2019) *Principles and practice of marketing*. 9th edition. Maidenhead, McGraw-Hill.



Module guide

CIM (2019) *Official module guide - applied marketing*. 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

Baines, P., Antonetti, P. and Rosengren, S. (2022) *Marketing*. 6th edition. Oxford, OUP.

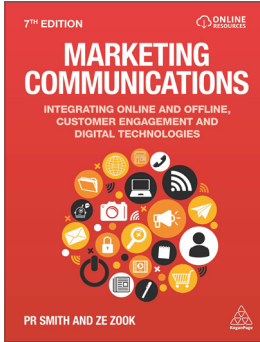
Blythe, J. and Martin, J. (2019) *Essentials of marketing*. 7th edition. Harlow, Prentice Hall.

Dibb, S., Simkin, L. Pride, W. and Ferrell, O.C. (2019) *Marketing concepts and strategies*. 8th edition. Boston, Cengage.

Kotler, P. and Armstrong, G. (2020) *Principles of marketing*. 18th global edition. Harlow, Pearson.

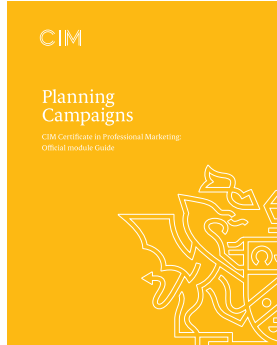
Mandatory Module

Planning Campaigns



Recommended reading

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



Module guide

CIM (2019) ***Official module guide - planning campaigns***. 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

Buttle, F. and Maklan, S. (2019) ***Customer relationship management: concepts and technologies***. 4th edition. Abingdon, Routledge.

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

De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2021) ***Marketing communications: a European perspective***. 7th edition. Harlow, Pearson.

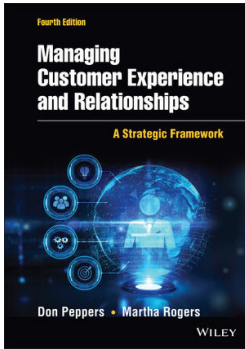
📖 * 6th edition available on Ebook Central.

Percy, L. (2018) ***Strategic integrated marketing communications***. 3rd edition. Abingdon, Routledge.

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

📖 * 7th edition available on Ebook Central.

Customer Insights



Recommended reading

Peppers, D. and Rogers, M. (2022) *Managing customer experience and relationships: a strategic framework*. 4th edition. Hoboken, Wiley.

Further reading

Buttle, F. and Maklan, S. (2019) *Customer relationship management: concepts and technologies*. 4th edition. Abingdon, Routledge.

Dew, R. and Allen, C. (2018) *Customer experience innovation: how to get a lasting market edge*. Bingley, Emerald Publishing.

📖 * Available on Ebook Central.

Hague, P. and Hague, N. (2018) *B2B customer experience: a practical guide to delivering exceptional CX*. London, Kogan Page.

Newman, M. and McDonald, M. (2018) *100 Practical ways to improve customer experience: achieve end-to-end customer engagement in a multichannel world*. London, Kogan Page.

Sethna, Z. and Blythe, J. (2019) *Consumer behaviour*. 4th edition. London, Sage.

Wilson, A. (2018) *Marketing research: delivering customer insight*. London, Red Globe Press.

Clatworthy, S. (2019) *The experience-centric organization: how to win through customer experience*. Sebastopol, CA, O'Reilly Media.

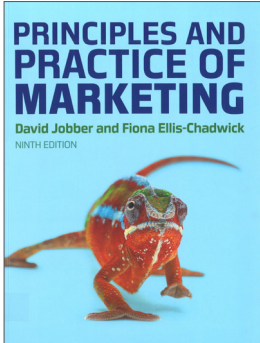
Villani, I. (2019) *Transform customer experience: how to achieve customer success and create exceptional CX*. Hoboken, Wiley.

Certificate in Professional Digital Marketing

Reading List 2022/23

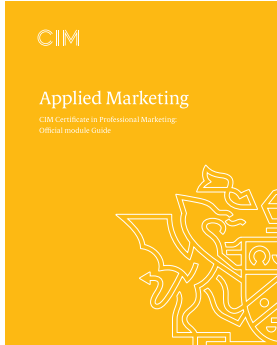
Mandatory Module

Applied Marketing



Recommended reading

Jobber, D. and Ellis-Chadwick, F. (2019) ***Principles and practice of marketing***. 9th edition. Maidenhead, McGraw-Hill.



Module guide

CIM (2019) ***Official module guide - applied marketing***. 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

Baines, P., Antonetti, P. and Rosengren, S. (2022) ***Marketing***. 6th edition. Oxford, OUP.

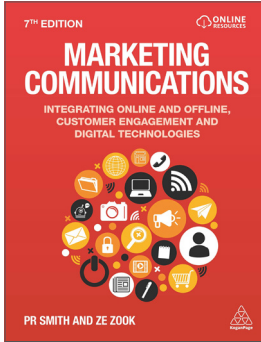
Blythe, J. and Martin, J. (2019) ***Essentials of marketing***. 7th edition. Harlow, Prentice Hall.

Dibb, S., Simkin, L. Pride, W. and Ferrell, O.C. (2019) ***Marketing concepts and strategies***. 8th edition. Boston, Cengage.

Kotler, P. and Armstrong, G. (2020) ***Principles of marketing***. 18th global edition. Harlow, Pearson.

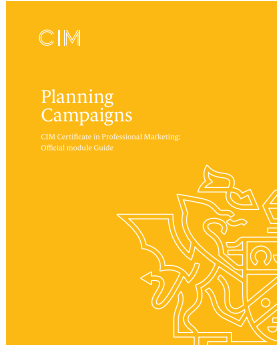
Mandatory Module

Planning Campaigns



Recommended reading

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



Module guide

CIM (2019) ***Official module guide - planning campaigns***. 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

Buttle, F. and Maklan, S. (2019) ***Customer relationship management: concepts and technologies***. 4th edition. Abingdon, Routledge.

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

De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2021) ***Marketing communications: a European perspective***. 7th edition. Harlow, Pearson.

📖 * 6th edition available on Ebook Central.

Percy, L. (2018) ***Strategic integrated marketing communications***. 3rd edition. Abingdon, Routledge.

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

📖 * 7th edition available on Ebook Central.

Elective Module

Digital Marketing Techniques



Recommended reading

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

Or

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

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.

Hofacker, C. (2018) **Digital marketing: communicating, selling and connecting**. Edward Elgar.

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.

Smith, P.R. (2022) **SOSTAC® guide to your perfect digital marketing plan**. Version 8. P.R.Smith.

McDonald, M. and Oliver, G. (2018) **Malcolm McDonald on value propositions: how to develop them, how to quantify them**. London, Kogan Page.

📖 * Available on Ebook Central

Burgess, B. and Munn, D. (2021) **A practitioner's guide to account-based marketing: accelerating growth in strategic accounts**. 2nd edition. London, Kogan Page.

Cancel, D. and Gerhardt, D. (2019) **Conversational marketing: how the world's fastest growing companies use chatbots to generate leads 24/7/365 (and how you can too)**. Hoboken, John Wiley & Sons.

📖 * Available on Ebook Central

Elective Module

Digital Marketing Techniques

Further reading

Golec, C., Isaacson, P and Fewless, J. (2019) ***Account-based marketing: how to target and engage the companies that will grow your revenue.*** Hoboken, John Wiley & Sons.

📖 * Available on Ebook Central

Ryan, D. And Jones, C. (2020) ***Understanding digital marketing: a complete guide to engaging customers and implementing successful digital campaigns.*** 5th edition. London, Kogan Page.

Carvill, M., Butler, G. and Evans, G. (2021) ***Sustainable marketing: how to drive profits with purpose.*** London, Bloomsbury.

📖 * Available on Ebook Central

Grant, J. (2020) ***Greener marketing.*** Chichester, Wiley.

ISBN 9781119689119

📖 * Available on Ebook Central

McCorquodale, S. (2021) ***Influence: how social media influencers are shaping our digital future.*** London, Bloomsbury.

📖 * Available on Ebook Central

