



The Chartered
Institute of Marketing

Reading List 2022/23

Diploma in Professional Marketing

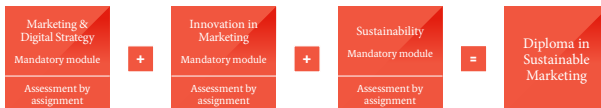
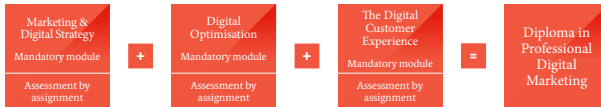
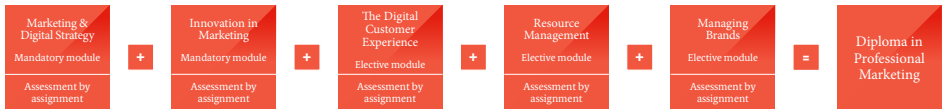
Diploma in Professional
Digital Marketing

Diploma in Sustainable Marketing

Level 6



Diploma Qualification Structure

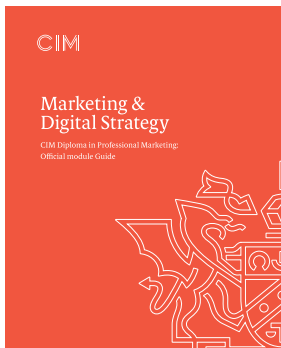
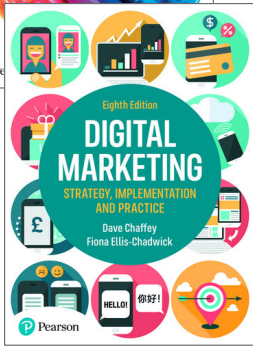
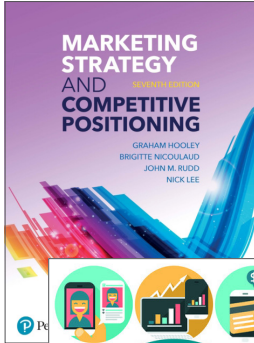


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Mandatory Module

Marketing & Digital Strategy



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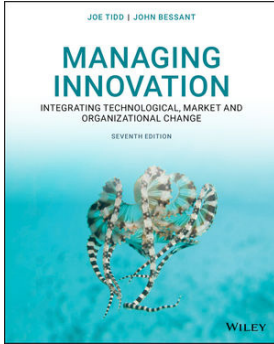
Module guide

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Mandatory Module

Innovation in Marketing



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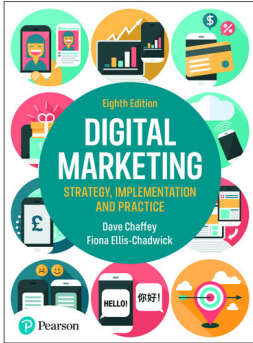
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Wyssocki, R. (2019) *Effective project management: traditional, agile, extreme, hybrid*. 8th edition. Hoboken, John Wiley & Sons.

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Elective Module

The Digital Customer Experience



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Phillips, J. (2016) *Ecommerce analytics: analyse and improve the impact of your digital strategy*. New Jersey, Pearson.

Wright, T. and Snook, C.J. (2017) *Digital sense: the common sense approach to effectively blending social business strategy, marketing technology, and customer experience*. New Hoboken, John Wiley & Sons.

Elective Module

Resource Management

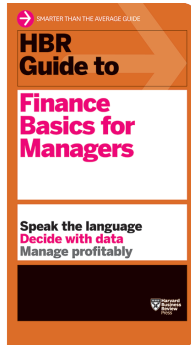


Recommended reading

Roetzer, P. (2014) *The marketing performance blueprint: strategies and technologies to build and measure business success*. Hoboken, John Wiley & Sons.

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HBR (2012) *HBR guide to finance basics for managers*. Boston, MA, Harvard Business Review Press.



Further reading

Armstrong, M. (2019) *How to manage people: fast, effective management skills that really get results*. 4th edition. London, Kogan Page.

Brent, M. and Dent, F. (2013) *The leader's guide to managing people: how to use soft skills to get hard results*. Harlow, FT Prentice Hall.

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Cooper, C. and Hesketh, I. (2019) *Wellbeing at work: how to design, implement and evaluate an effective strategy*. London, Kogan Page.

Desai, M. (2019) *How finance works: the HBR guide to thinking smart about the numbers*. Boston, MA, Harvard Business School Publishing.

Fryrear, A. (2020) *Mastering marketing agility: transform your marketing teams and evolve your organization*. Oakland, CA, Berrett-Koehler Publishers.

Bendle, N., Farris, P.W., Pfeifer, P. and Reibstein, D. (2021) *Key marketing metrics: the 50+ metrics every manager needs to know*. 3rd edition. Harlow, Pearson Education.

Manas, J. (2014) *The resource management and capacity planning handbook*. US, McGraw-Hill.

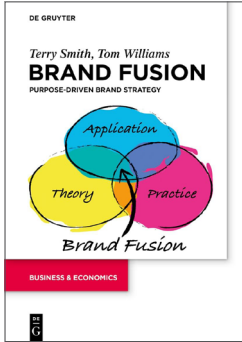
Bauer, T., Freundt, T., Gordon, J., Perrey, J. and Spillecke, D. (2016) *Marketing performance: how marketers drive profitability growth*. Chichester, John Wiley & Sons.

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Sparkman, R. (2018) *Strategic workforce planning: developing optimized talent strategies for future growth*. London, Kogan Page.

Elective Module

Managing Brands



Recommended reading

Smith, T. and Williams, T. (2022) *Brand fusion, purpose-driven brand strategy*. Berlin, De Gruyter.

Further reading

Rosenbaum-Elliott, R., Percy, L. and Pervan, S. (2018) *Strategic brand management*. 4th edition. Oxford, Oxford University Press.

Aaker, D.A. (2020) *Brand portfolio strategy: creating relevance, differentiation, energy, leverage, and clarity*. New York, Free Press.

Benbunan, J., Schreier, G. and Knapp, B. (2019) *Disruptive branding. How to win in times of change*. London, Kogan Page.

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Hogan, C. (2021) *Building brands on purpose: a strategic marketing framework to win the hearts and minds of your team and customers, for life*. Fritton, Rethink press.

Keller, K. and Swaminathan, V. (2019) *Strategic brand management: building, measuring, and managing brand equity*. 5th edition. Harlow, Pearson.

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Lalaounis, S. T. (2020) *Strategic brand management and development: creating and marketing successful brands*. Abingdon, Routledge.

Minsky, L. and Geva, I. (2019) *Global brand management*. London, Kogan Page.

Rowles, D (2022) *Digital branding: a complete step-by-step guide to strategy, tactics, tools and measurement*. 3rd edition. London, Kogan Page.

Solomon, M.R. (2020) *Consumer behavior: buying, having and being*. 13th global edition. Harlow, Pearson.

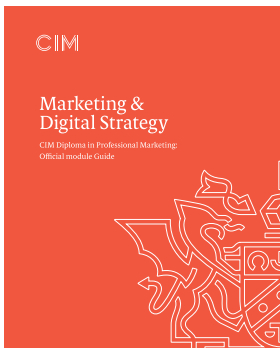
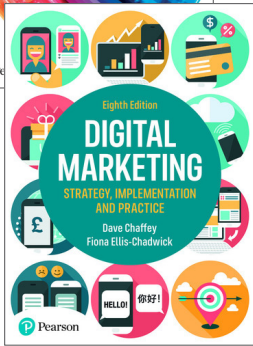
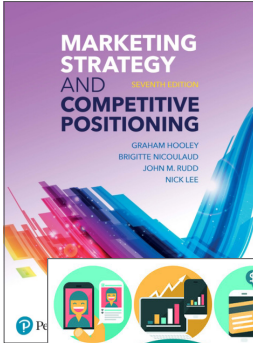
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Diploma in Professional Digital Marketing

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Mandatory Module

Marketing & Digital Strategy



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Hooley, G., Nicoulaud, B., Piercy, N. and Rudd, J. (2020) **Marketing strategy and competitive positioning**. 7th edition. Harlow, FT Prentice Hall.

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Further reading

Aaker, D. and Moorman, C. (2017) **Strategic marketing management**. 11th edition. Chichester, Wiley.

Evans, N.D. (2017) **Mastering digital business: how powerful combinations of disruptive technologies are enabling the next wave of digital transformation**. Swindon, BCS.

Cravens, D.W. and Piercy, N. (2012) **Strategic marketing**. 10th edition. New York, McGraw-Hill.

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

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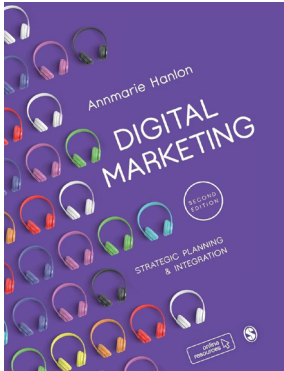
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Mandatory Module

Digital Optimisation



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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.

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Bones, C., Hammersley, J. and Shaw, N. (2019) **Optimizing digital strategy: how to make informed, tactical decisions that deliver growth**. London, Kogan Page.

Dahl, S. (2021) **Social media marketing: theories and applications**. 3rd edition. London, Sage.

Evans, N.D. (2017) **Mastering digital business: how powerful combinations of disruptive technologies are enabling the next wave of digital transformation**. Swindon, BCS.

Flores, L. (2014) **How to measure digital marketing: metrics for assessing impact and designing success**. Basingstoke, Palgrave Macmillan.

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Heinze, A., Fletcher, G., Rashid, T. and Cruz, A. (2020) **Digital and social media marketing: A results-driven approach**. 2nd edition. Abingdon, Routledge.

Hemann, C. and Burbary, K. (2018) **Digital marketing analytics: making sense of consumer data in a digital world**. New York, Pearson.

Kaufman, I and Horton, C. (2014) **Digital marketing: integrating strategy and tactics with values**. Abingdon, Routledge.

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Leventhal, B. (2018) **Predictive analytics for marketers: using data mining for business advantage**. London, Kogan Page.

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Richardson, N., James, J. and Kelley, N. (2015) **Customer-centric marketing: supporting sustainability in the digital age**. London, Kogan Page.

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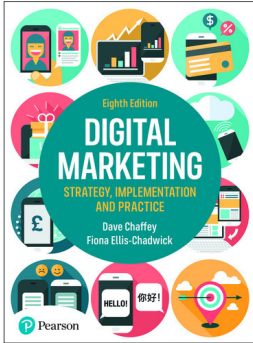
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Mandatory Module

The Digital Customer Experience



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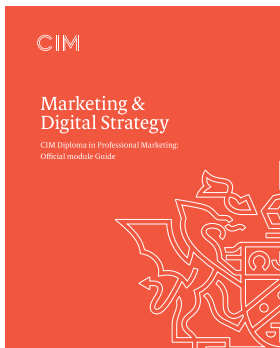
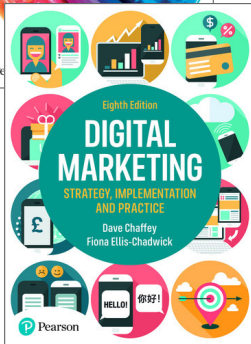
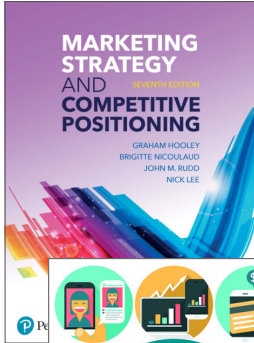
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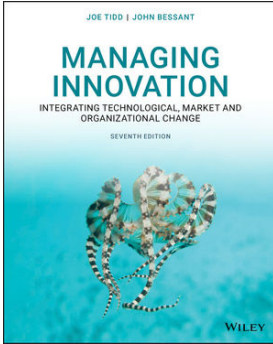
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Mandatory Module

Sustainability

Visit the **Your study resources and reading lists page** on MyCIM for additional content on sustainability.

Further reading

Berners-Lee, M. (2021) *There is no planet B. Updated edition*. Cambridge, Cambridge University Press.

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

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Grant, J. (2020) *Greener Marketing*. 2nd edition. Chichester, John Wiley & Sons.

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Hayhoe, K. (2021) *Saving us: a climate scientist's case for hope and healing in a divided world*. London, Simon & Schuster.

Jackson, T. (2021) *Post Growth: Life after Capitalism*. Cambridge, Polity Press.

Jackson, T. (2016) *Prosperity without growth: foundations for the economy of tomorrow*. Abingdon, Taylor & Francis.

Kotler, P. and Lee, N. (2005) *Corporate social responsibility: doing the most good for your company and your cause*.

Hoboken, NJ, John Wiley & Sons Inc.

Weetman, C. (2020) *A circular economy handbook: how to build a more resilient, competitive and sustainable business*. 2nd edition. London, Kogan Page.

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