



The Chartered
Institute of Marketing

Reading List 2020/21

Certificate in Professional
Marketing (Revised Syllabus)

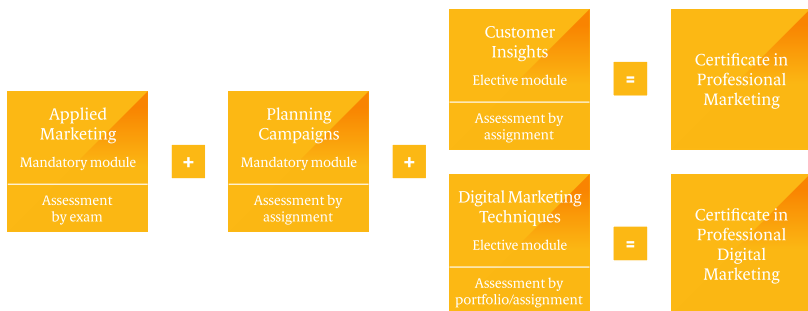
Certificate in Professional
Digital Marketing (Revised Syllabus)

Level 4



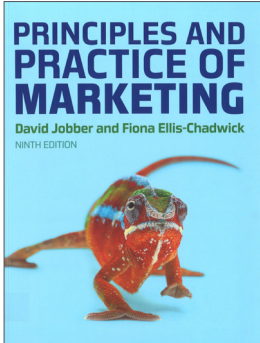
Certificate

Qualification Structure



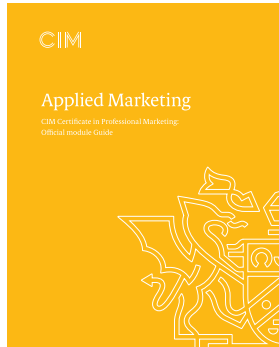
Mandatory Module

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, Fill, C and Rosengren, S. (2019) *Marketing*. 5th edition. Oxford, OUP.

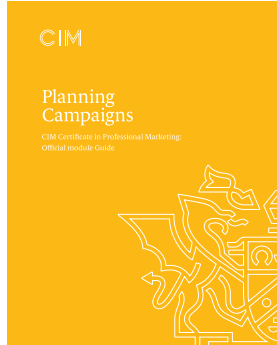
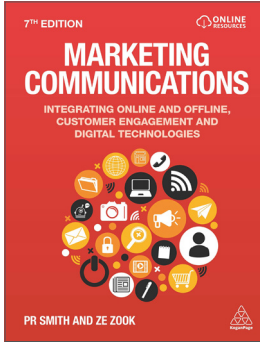
Blythe, J. and Martin, J. (2019) *Essentials of marketing*. 7th edition. Harlow, Prentice Hall.

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. *

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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.

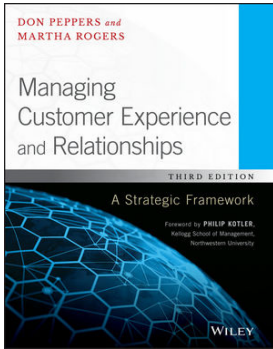
De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2017) ***Marketing communications: a European perspective***. 6th edition. Harlow, Pearson.

* Available on Ebook Central.

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

Elective Module

Customer Insights



Recommended reading

Peppers, D. and Rogers, M. (2017) *Managing customer experience and relationships: a strategic framework*. 3rd edition. Hoboken, John Wiley & Sons.

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.

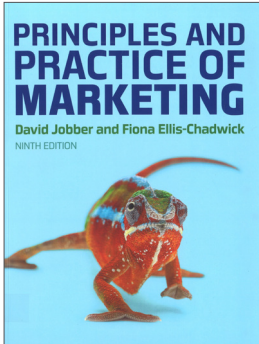
Wilson, A. (2018) *Marketing research: delivering customer insight*. London, Red Globe Press.

Certificate in Professional Digital Marketing (Revised Syllabus)

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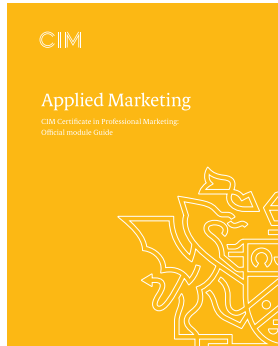
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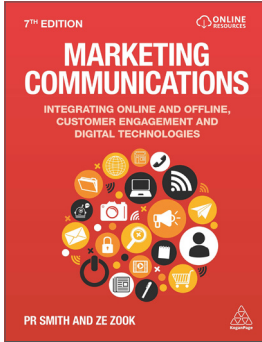
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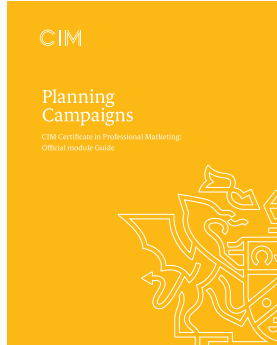
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* Available on Ebook Central.

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

Elective Module

Digital Marketing Techniques



Recommended reading

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

Or

Hanlon, A. (2019) *Digital marketing: strategic planning & integration*. London, Sage.

Further reading

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

📖 * Available on Ebook Central.

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

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.

Smith, P.R. (2019) *SOSTAC® guide to your perfect digital marketing plan*. Volume 5. 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. (2017) *A practitioner's guide to account-based marketing: accelerating growth in strategic accounts*. 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

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

📖 * Available on Ebook Central

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.

Ryan, D. (2014) *The best digital marketing campaigns in the world II*. 2nd edition. London, Kogan Page.

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