

Bachelor of Philosophy (BPhil) Honours in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
ABM401H	Advanced Brand Management	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9781292314969	Keller, K.L., Swaminathan, V.	Pearson Prentice Hall	5th (Global Edition)	2020
ADM401H	Advanced Digital Marketing	Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing ISBN:9781138191709	Chaffy, D. & Smith, P.R.	Routledge	5th	2017
AGM401H	Advanced Global Marketing	Global Marketing ISBN:9781292100111	Hollensen, S.	Pearson Education Ltd	7th	2017
AMAR401H	Advanced Marketing Application Report	Study Guide				
AMRR402H	Advanced Marketing Research: Report	Any appropriate textbook as per Study Guide				
AMRT401H	Advanced Marketing Research: Theory	The Practice of Market Research: An Introduction ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013
ASER401H	Advanced Services Marketing	Services Marketing - Integrating Customer Focus across the Firm (European Edition) ISBN:9780077169312	Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D.	McGraw-Hill	3rd (European Edition)	2016
ASM401H	Advanced Strategic Marketing: Theory and Practice	Marketing Strategy and Competitive positioning ISBN:9781292017310	Hooley, G., Piercy, N.F., Nicolaud, B., Rudd, J.M.	Pearson	6th	2017
Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.						