

Postgraduate Diploma in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
ABMC48201P	Applied Brand Management and Communications	Strategic Brand Management: Building, Measuring and Managing Brand Equity ISBN: 9781292314969 eISBN: 9781292314990	Keller, K.L. & Swaminathan, V.	Pearson Prentice Hall	5th Global	2020
ADMD48201P	Applied Digital Marketing Dynamics	eStudy Guide				
AML48201P	Applied Marketing Leadership	eStudy Guide				
ACEP48301P	Applied Creative Economy Practice	eStudy guide				
AMM401P	Applied Marketing Metrics	eStudy Guide				
AMP48303P	Applied Marketing Project	eStudy Guide and online textbook available in the Marketplace Simulation				

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