

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 eISBN:9781292100142	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 eISBN: 9781292017341	Hooley,G., Piercy,N.F., Nicoulaud,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.						