

Postgraduate Diploma in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
ABMC401P	Applied Brand Management and Communications	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN: 9781292314969	Keller, K.L. & Swaminathan, V.	Pearson Prentice Hall	5th (Global edition)	2020
AGMD401P	Applied Global Marketing Dynamics	Global Marketing ISBN:9781292100111 eISBN:9781292100142	Hollensen, S.	Pearson Education Ltd	7th	2017
AML401P	Applied Marketing Leadership	Marketing with Strategic Empathy: Inspiring strategy with deeper consumer insight ISBN:9780749477547	Brooks, C.	Kogan Page	1st	2016
AMM401P	Applied Marketing Metrics	Key Marketing Metrics: The 50+ metrics every manager should know ISBN:9781292212470	Bendle, N. T., Farris, P.W., Pfeifer, E. & Reibstein, J.	Financial Times Publishing	2nd	2017
AMP401P	Applied Marketing Project	Study Guide and appropriate sources				

Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.