

# MS: M - Integrated Marketing Communications

View Online



Adbrands. (n.d.).

Admap. (n.d.).

Belch, George E., Belch, Michael A., & Dietzel,  
Jo

rg. (2012). Advertising and promotion: an integrated marketing communications  
perspective (9th ed., Global ed). McGraw-Hill/Irwin.

Bird, Drayton. (2007). Commonsense direct & digital marketing (5th ed) [**E-book**]. Kogan  
Page.  
<http://lib.myilibrary.com?id=91589&entityid=https://idp.bournemouth.ac.uk/oala/metadata>

Brand Republic. (n.d.).

Campaign. (n.d.).

Chaffey, Dave. (2009). Internet marketing: strategy, implementation and practice (4th ed).  
Financial Times Prentice Hall.

Chaffey, Dave & Ellis-Chadwick, Fiona. (2012). Digital marketing: strategy, implementation  
and practice (5th ed) [Ebook]. Pearson Education. <http://lib.myilibrary.com?id=399626>

Copley, Paul. (2004). Marketing communications management: concepts and theories,  
cases and practices. Elsevier ; Butterworth-Heinemann.

Dahle

n, Micael, Lange, Fredrik, & Smith, Terry. (2010). Marketing communications: a brand  
narrative approach. Wiley.

Donaldson, Bill. (2007). Sales management: principles, process and practice (3rd ed).  
Palgrave Macmillan.

Egan, John. (2007). Marketing communications. Thomson Learning.

Egan, John & Thomson Learning (EMEA). (2007). Marketing communications [Electronic  
resource]. Thomson Learning.

Elliott, Richard H., Percy, Larry, & Pervan, Simon. (2011). Strategic brand management. Oxford University Press.

Evans, Martin, O'Malley, Lisa, Patterson, Maurice, & O'Malley, Lisa. (2004). Exploring direct & relationship marketing (2nd ed). Thomson Learning.

Fill, Chris. (2009). Marketing communications: interactivity, communities and content (5th ed). Prentice Hall / Financial Times.

Harvard Business Review. (n.d.).

International Journal of Advertising. (n.d.). <http://atoz.ebsco.com/direct.asp?id=518&ISSN=0265-0487>

Jobber, David & Lancaster, Geoffrey. (2012). Selling and sales management (9th ed). Pearson.

Journal of Advertising. (n.d.).

Journal of Advertising Research. (n.d.).

Journal of Consumer Research. (n.d.). <http://atoz.ebsco.com/direct.asp?id=518&ISSN=0093-5301>

Journal of Database Marketing. (n.d.).

Journal of Direct, Data and Digital Marketing Practice. (n.d.).

Journal of Direct Marketing. (n.d.).

Journal of Marketing. (n.d.).

Journal of Marketing Communications. (n.d.).

Journal of Marketing Management. (n.d.).

Journal of targeting, measurement and analysis for marketing. (n.d.).

Kapferer,  
Jean-Noe

I. (2012). The new strategic brand management: advanced insights and strategic thinking (5th ed). Kogan Page.

Kapferer, J.-N. (2012). The new strategic brand management: advanced insights and strategic thinking (5th ed) [Electronic resource]. Kogan Page.  
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=871552>

Keller, K. L. (2013a). Strategic brand management: building, measuring, and managing brand equity (4th ed) [Electronic resource]. Pearson.  
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138154>

Keller, K. L. (2013b). Strategic brand management: building, measuring, and managing brand equity (4th ed., Global ed). Pearson.

Keller, Kevin Lane. (2007). Strategic brand management: building, measuring, and managing brand equity (3rd ed). Prentice Hall.

Latest news and analysis on advertising, press & publishing, TV and radio plus media jobs | Media | guardian.co.uk. (n.d.).

Little, Edward & Marandi, Ebi. (2003). Relationship marketing management. Thomson Learning.

Mad.co.uk - Delivering business insight. (n.d.).

Marketing Magazine. (n.d.).

Marketing Week. (n.d.).

Mullin, Roddy. (2010). Sales promotion: how to create, implement & integrate campaigns that really work (5th ed). Kogan Page.

New Media Age. (n.d.).

O'Guinn, Thomas C., Allen, Chris T., & Semenik, Richard J. (2008). Advertising and integrated brand promotion (5th international ed). South-Western.

Ouwersloot, Hans & Duncan, Tom. (2008). Integrated marketing communications (European ed). McGraw-Hill.

Payne, Adrian & Chartered Institute of Marketing. (1998a). Relationship marketing for competitive advantage: winning and keeping customers: Vol. The Marketing series [E-book]. Butterworth Heinemann.

Payne, Adrian & Chartered Institute of Marketing. (1998b). Relationship marketing for competitive advantage: winning and keeping customers: Vol. The Marketing series. Butterworth Heinemann.

Peelen, Ed 2013. (n.d.). Customer relationship management (2nd edition).

Pelsmacker, Patrick de, Geuens, Maggie, & Bergh, Joeri van den. (n.d.). Marketing communications: a European perspective (5th edition).

Percy, L. (2008). Strategic integrated marketing communications: theory and practice (1st ed) [Electronic resource]. Butterworth-Heinemann/Elsevier.  
<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=343598>

Pickton, David & Broderick, Amanda. (2005). Integrated marketing communications (2nd ed). Financial Times Prentice Hall.

Pickton, David, Broderick, Amanda, & MyiLibrary. (2005). Integrated marketing communications (2nd ed) [Electronic resource]. Prentice Hall / Financial Times.

PR Week. (n.d.).

Rowan, Will. (2002). Digital marketing: using new technologies to get closer to your customers. Kogan Page.

Semenik, R. J., & O'Guinn, T. C. (2012). Advertising and promotions: an integrated brand approach (6th ed., International ed). South-Western Cengage Learning.

Shimp, T. A., & Andrews, J. C. (2013). Advertising, promotion, and other aspects of integrated marketing communications (Ninth edition, International edition). South-Western.

Shimp, Terence A. (2009). Integrated marketing communications in advertising and promotion (8th ed). South-Western.

Smith, P. R. & Taylor, Jonathan. (2004). Marketing communications: an integrated approach (4th ed). Kogan Page.

Smith, P. R. & Zook, Ze. (2011). Marketing communications: integrating offline and online with social media (5th ed) [E-book]. Kogan Page. <http://lib.myilibrary.com?id=309382>

Tapp, A., Whitten, I., & Housden, M. (2014a). Principles of direct, database and digital marketing (Fifth Edition) [Electronic resource]. Pearson Education. <http://lib.myilibrary.com/detail.asp?id=564216>

Tapp, A., Whitten, I., & Housden, M. (2014b). Principles of direct, database and digital marketing (Fifth edition). Pearson.

Tench, R., & Yeomans, L. (Eds.). (2014). Exploring public relations (Third edition) [Electronic resource]. Pearson. <http://lib.myilibrary.com?id=538709>

Theaker, Alison. (2012). The public relations handbook: Vol. Media practice (4th ed). Routledge.

Trendwatching.com. (n.d.).

World Advertising Research Center - WARC Online - Knowledge and inspiration for marketing, advertising and media professionals. (n.d.).

World business, finance, and political news from the Financial Times - FT.com UK. (n.d.).