MS: M - Integrated Marketing Communications



1

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

2

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

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

3

Bird, Drayton. Commonsense direct & digital marketing. 5th ed. London: : Kogan Page 2007.

http://lib.myilibrary.com?id=91589&entityid=https://idp.bournemouth.ac.uk/oala/metadata

4

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

5

Chaffey, Dave, Ellis-Chadwick, Fiona. Digital marketing: strategy, implementation and practice. 5th ed. Harlow: Pearson Education 2012. http://lib.myilibrary.com?id=399626

Copley, Paul. Marketing communications management: concepts and theories, cases and practices. Amsterdam: : Elsevier;_Butterworth-Heinemann 2004.

7

Dahle

n, Micael, Lange, Fredrik, Smith, Terry. Marketing communications: a brand narrative approach. Hoboken, N.J.: : Wiley 2010.

8

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

9

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

10

Egan, John, Thomson Learning (EMEA). Marketing communications. London: : Thomson Learning 2007.

11

Egan, John. Marketing communications. London: : Thomson Learning 2007.

12

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

Evans, Martin, O'Malley, Lisa, Patterson, Maurice, et al. Exploring direct & relationship marketing. 2nd ed. London: : Thomson Learning 2004.

14

Jobber, David, Lancaster, Geoffrey. Selling and sales management. 9th ed. Harlow: : Pearson 2012.

15

Kapferer J-N. The new strategic brand management: advanced insights and strategic thinking. 5th ed. London: : Kogan Page 2012. https://ebookcentral.proguest.com/lib/bournemouth-ebooks/detail.action?docID=871552

16

Kapferer, Jean-Noe

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

17

Keller KL. Strategic brand management: building, measuring, and managing brand equity. 4th ed. Boston: : Pearson 2013.

https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=5138154

18

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

19

Little, Edward, Marandi, Ebi. Relationship marketing management. London: : Thomson

Learning 2003.

20

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

21

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

22

Semenik RJ, O'Guinn TC. Advertising and promotions: an integrated brand approach. 6th ed., International ed. [Mason, Ohio?]: : South-Western Cengage Learning 2012.

23

Payne, Adrian, Chartered Institute of Marketing. Relationship marketing for competitive advantage: winning and keeping customers. Oxford: : Butterworth Heinemann 1998.

24

Payne, Adrian, Chartered Institute of Marketing. Relationship marketing for competitive advantage: winning and keeping customers. Oxford: : Butterworth Heinemann 1998.

25

Peelen, Ed 2013. Customer relationship management. 2nd edition.

26

Percy L. Strategic integrated marketing communications: theory and practice. 1st ed. Amsterdam: Butterworth-Heinemann/Elsevier 2008. https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=343598

Pickton, David, Broderick, Amanda, MyiLibrary. Integrated marketing communications. 2nd ed. Harlow, UK: Prentice Hall / Financial Times 2005.

28

Pickton, David, Broderick, Amanda. Integrated marketing communications. 2nd ed. Harlow: : Financial Times Prentice Hall 2005.

29

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

30

Shimp, Terence A. Integrated marketing communications in advertising and promotion. 8th ed. Mason, Ohio: : South-Western 2009.

31

Shimp TA, Andrews JC. Advertising, promotion, and other aspects of integrated marketing communications. Ninth edition, International edition. Australia: : South-Western 2013.

32

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

33

Smith, P. R., Zook, Ze. Marketing communications: integrating offline and online with social media. 5th ed. Philadelphia, PA: Kogan Page 2011. http://lib.myilibrary.com?id=309382

Tapp A, Whitten I, Housden M. Principles of direct, database and digital marketing. Fifth Edition. New York: : Pearson Education 2014. http://lib.myilibrary.com/detail.asp?id=564216

35

Tapp A, Whitten I, Housden M. Principles of direct, database and digital marketing. Fifth edition. Harlow, England: : Pearson 2014.

36

Tench R, Yeomans L, editors. Exploring public relations. Third edition. Harlow, England: : Pearson 2014. http://lib.myilibrary.com?id=538709

37

Theaker, Alison. The public relations handbook. 4th ed. London: : Routledge 2012.

38

Ouwersloot, Hans, Duncan, Tom. Integrated marketing communications. European ed. London: McGraw-Hill 2008.

39

Keller KL. Strategic brand management: building, measuring, and managing brand equity. 4th ed., Global ed. Boston, [Mass.]: : Pearson 2013.

40

Admap.

41

Harvard Business Review.

42
International Journal of Advertising. http://atoz.ebsco.com/direct.asp?id=518&ISSN= 0265-0487
43
Journal of Advertising.
44
Journal of Advertising Research.
45
Journal of Consumer Research. http://atoz.ebsco.com/direct.asp?id=518&ISSN= 0093-5301
46
Journal of Database Marketing.
4.7
47
Journal of Direct, Data and Digital Marketing Practice.
48
Journal of Direct Marketing.
,
49

2	/25	MS: M - Integrated Marketing Communications Bournemouth University
	50	
	Journal of Marketin	g.
	51	
	Journal of Marketin	g Management.
	52	
	Journal of targeting	g, measurement and analysis for marketing.
	53	
	Marketing Week.	
	54	
	Marketing Magazin	e.
	55	
	PR Week.	
	56	
	Campaign.	
	57	
	World Advarticing	Research Center - WARC Online - Knowledge and inspiration for

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

58

Mad.co.uk - Delivering business insight.

59
World business, finance, and political news from the Financial Times - FT.com UK.
60
Latest news and analysis on advertising, press & publishing, TV and radio plus media jobs Media guardian.co.uk.
61
Adbrands.
62
Brand Republic.
63
New Media Age.
64
Trendwatching.com.