

# MS: M - Integrated Marketing Communications

View Online



'Adbrands'. N.p., n.d. Print.

'Admap'. N.p., n.d. Print.

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

rg. Advertising and Promotion: An Integrated Marketing Communications Perspective. 9th ed., Global ed. New York: McGraw-Hill/Irwin, 2012. Print.

Bird, Drayton. Commonsense Direct & Digital Marketing. 5th ed. London: Kogan Page, 2007. Web.

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

'Brand Republic'. N.p., n.d. Print.

'Campaign'. n. pag. Print.

Chaffey, Dave. Internet Marketing: Strategy, Implementation and Practice. 4th ed. Harlow: Financial Times Prentice Hall, 2009. Print.

Chaffey, Dave and Ellis-Chadwick, Fiona. Digital Marketing: Strategy, Implementation and Practice. 5th ed. Harlow: Pearson Education, 2012. Web.  
<<http://lib.myilibrary.com?id=399626>>.

Copley, Paul. Marketing Communications Management: Concepts and Theories, Cases and Practices. Amsterdam: Elsevier ; Butterworth-Heinemann, 2004. Print.

Dahle

n, Micael, Lange, Fredrik, and Smith, Terry. Marketing Communications: A Brand Narrative Approach. Hoboken, N.J.: Wiley, 2010. Print.

Donaldson, Bill. Sales Management: Principles, Process and Practice. 3rd ed. Basingstoke: Palgrave Macmillan, 2007. Print.

Egan, John. Marketing Communications. London: Thomson Learning, 2007. Print.

Egan, John and Thomson Learning (EMEA). Marketing Communications. London: Thomson Learning, 2007. Print.

Elliott, Richard H., Percy, Larry, and Pervan, Simon. Strategic Brand Management. Oxford: Oxford University Press, 2011. Print.

Evans, Martin et al. Exploring Direct & Relationship Marketing. 2nd ed. London: Thomson Learning, 2004. Print.

Fill, Chris. Marketing Communications: Interactivity, Communities and Content. 5th ed. Harlow, England: Prentice Hall / Financial Times, 2009. Print.

'Harvard Business Review'. N.p., n.d. Print.

'International Journal of Advertising'. N.p., n.d. Web.  
<<http://atoz.ebsco.com/direct.asp?id=518&ISSN=0265-0487>>.

Jobber, David and Lancaster, Geoffrey. Selling and Sales Management. 9th ed. Harlow: Pearson, 2012. Print.

'Journal of Advertising'. N.p., n.d. Print.

'Journal of Advertising Research'. N.p., n.d. Print.

'Journal of Consumer Research'. N.p., n.d. Web.  
<<http://atoz.ebsco.com/direct.asp?id=518&ISSN=0093-5301>>.

'Journal of Database Marketing'. N.p., n.d. Print.

'Journal of Direct, Data and Digital Marketing Practice'. N.p., n.d. Print.

'Journal of Direct Marketing'. N.p., n.d. Print.

'Journal of Marketing'. N.p., n.d. Print.

'Journal of Marketing Communications'. N.p., n.d. Print.

'Journal of Marketing Management'. N.p., n.d. Print.

'Journal of Targeting, Measurement and Analysis for Marketing'. N.p., n.d. Print.

Kapferer, Jean-Noël. The New Strategic Brand Management: Advanced Insights and Strategic Thinking. 5th ed. London: Kogan Page, 2012. Web.  
<<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=871552>>.

Kapferer,  
Jean-Noe  
..

I. The New Strategic Brand Management: Advanced Insights and Strategic Thinking. 5th ed. London: Kogan Page, 2012. Print.

Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed. Boston: Pearson, 2013. Web.  
<<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=513815>>

4>.

Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 3rd ed. Harlow: Prentice Hall, 2007. Print.

Keller, Kevin Lane. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed., Global ed. Boston, [Mass.]: Pearson, 2013. Print.

'Latest News and Analysis on Advertising, Press & Publishing, TV and Radio plus Media Jobs | Media | Guardian.Co.Uk'. N.p., n.d. Print.

Little, Edward and Marandi, Ebi. Relationship Marketing Management. London: Thomson Learning, 2003. Print.

'Mad.Co.Uk - Delivering Business Insight'. N.p., n.d. Print.

'Marketing Magazine'. n. pag. Print.

'Marketing Week'. n. pag. Print.

Mullin, Roddy. Sales Promotion: How to Create, Implement & Integrate Campaigns That Really Work. 5th ed. London: Kogan Page, 2010. Print.

'New Media Age'. N.p., n.d. Print.

O'Guinn, Thomas C., Allen, Chris T., and Semenik, Richard J. Advertising and Integrated Brand Promotion. 5th international ed. London: South-Western, 2008. Print.

Ouwersloot, Hans and Duncan, Tom. Integrated Marketing Communications. European ed. London: McGraw-Hill, 2008. Print.

Payne, Adrian and Chartered Institute of Marketing. Relationship Marketing for Competitive Advantage: Winning and Keeping Customers. The Marketing series. Oxford: Butterworth Heinemann, 1998. Print.

---. Relationship Marketing for Competitive Advantage: Winning and Keeping Customers. The Marketing series. Oxford: Butterworth Heinemann, 1998. Print.

Peelen, Ed 2013. Customer Relationship Management. 2nd edition. N.p. Print.

Pelsmacker, Patrick de, Geuens, Maggie, and Bergh, Joeri van den. Marketing Communications: A European Perspective. 5th edition. N.p. Print.

Percy, Larry. Strategic Integrated Marketing Communications: Theory and Practice. 1st ed. Amsterdam: Butterworth-Heinemann/Elsevier, 2008. Web.  
<<https://ebookcentral.proquest.com/lib/bournemouth-ebooks/detail.action?docID=343598>>.

Pickton, David and Broderick, Amanda. Integrated Marketing Communications. 2nd ed. Harlow: Financial Times Prentice Hall, 2005. Print.

Pickton, David, Broderick, Amanda, and MyiLibrary. Integrated Marketing Communications.

2nd ed. Harlow, UK: Prentice Hall / Financial Times, 2005. Print.

'PR Week'. n. pag. Print.

Rowan, Will. Digital Marketing: Using New Technologies to Get Closer to Your Customers. London: Kogan Page, 2002. Print.

Semenik, Richard J., and Thomas C. O'Guinn. Advertising and Promotions: An Integrated Brand Approach. 6th ed., International ed. [Mason, Ohio?]: South-Western Cengage Learning, 2012. Print.

Shimp, Terence A. Integrated Marketing Communications in Advertising and Promotion. 8th ed. Mason, Ohio: South-Western, 2009. Print.

Shimp, Terence A., and J. Craig Andrews. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Ninth edition, International edition. Australia: South-Western, 2013. Print.

Smith, P. R. and Taylor, Jonathan. Marketing Communications: An Integrated Approach. 4th ed. London: Kogan Page, 2004. Print.

Smith, P. R. and Zook, Ze. Marketing Communications: Integrating Offline and Online with Social Media. 5th ed. Philadelphia, PA: Kogan Page, 2011. Web.  
<<http://lib.myilibrary.com?id=309382>>.

Tapp, Alan, Ian Whitten, and Matthew Housden. Principles of Direct, Database and Digital Marketing. Fifth Edition. New York: Pearson Education, 2014. Web.  
<<http://lib.myilibrary.com/detail.asp?id=564216>>.

---. Principles of Direct, Database and Digital Marketing. Fifth edition. Harlow, England: Pearson, 2014. Print.

Tench, Ralph, and Liz Yeomans, eds. Exploring Public Relations. Third edition. Harlow, England: Pearson, 2014. Web. <<http://lib.myilibrary.com?id=538709>>.

Theaker, Alison. The Public Relations Handbook. 4th ed. Media practice. London: Routledge, 2012. Print.

'Trendwatching.Com'. N.p., n.d. Print.

'World Advertising Research Center - WARC Online - Knowledge and Inspiration for Marketing, Advertising and Media Professionals'. N.p., n.d. Print.

'World Business, Finance, and Political News from the Financial Times - FT.Com UK'. N.p., n.d. Print.