



Diploma in Digital Marketing

Reading list 2010 - 2011





Digital Marketing Essentials

Recommended support materials

Core text

Chaffey, D. et al (2008) **Internet marketing: strategy, implementation and practice**. 4th edition. Harlow, Prentice Hall. £44.99

Supplementary reading

*Bird, D. (2007) **Commonsense, direct and digital marketing**. 5th edition. London, Kogan Page. £24.95

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press. £36.99

Clifton, B. (2008) **Advanced web metrics with Google analytics**. Indianapolis, John Wiley & Sons. £26.99

Comm, J. and Burge, K. (2009) **Twitter power: how to dominate your market one tweet at a time**. US, John Wiley & Sons. £16.99

Evans, D. (2009) **Social media marketing: an hour a day**. Indianapolis, Wiley Publishing. £19.99 (New edition due October 2010)

Kirby, J. and Marsden, P. (2006) **Connected marketing: the viral, buzz and word of mouth revolution**. Oxford, Butterworth Heinemann. £25.99

Moran, M. and Hunt, B. (2008) **Search engine marketing: driving search traffic to your company's website**. 2nd edition. Harlow, Prentice Hall. £31.99

Peterson Eric T (2005) **Web site measurement hacks. O Reilly & Associates. £19.99

Peterson Eric T (2004) **Web analytics demystified: a marketer's guide to understanding how your web site affects your business. £24.99

Ryan, D. and Jones, C. (2009) **Understanding digital marketing**. London, Kogan Page. £19.99

Trott, P. (2008) **Innovation management and new product development**. 4th edition, Harlow, FT/Prentice Hall. £42.99

*Viney, D. (2008) **Get to the top on Google: tips and techniques to get your site to the top of search engine rankings – and stay there**. London, Nicholas Brearley. £14.99

*Available on MyiLibrary (www.cim.co.uk/elibrary)

**Available from http://www.webanalyticsdemystified.com/buy/buy_now.asp



Digital Marketing Planning

Recommended support materials

Core text

Gay, R. et al (2007) **Online marketing: a customer-led approach**. Oxford, Oxford University Press. £35.99

Supplementary reading

*Bird, D. (2007) **Commonsense, direct and digital marketing**. 5th edition. London, Kogan Page. £24.95

Chaffey, D. (2009) **E-business and e-commerce management: strategy, implementation and practice**. 4th edition. Harlow, FT Prentice Hall. £44.99

Clifton, B. (2010) **Advanced web metrics with Google analytics**. 2nd edition. Indianapolis, John Wiley & Sons. £26.99

Comm, J. and Burge, K. (2009) **Twitter power: how to dominate your market one tweet at a time**. US, John Wiley & Sons. £16.99

Evans, D. (2009) **Social media marketing: an hour a day**. Indianapolis, Wiley Publishing. £19.99 (New edition due October 2010)

Kaushik, A. (2007) **Web analytics: an hour a day**. Indianapolis, John Wiley & Sons. £19.99 (New edition due October 2010)

Kirby, J. and Marsden, P. (2006) **Connected marketing: the viral, buzz and word of mouth revolution**. Oxford, Butterworth Heinemann. £25.99

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Peterson Eric T (2004) **Web analytics demystified: a marketer's guide to understanding how your web site affects your business**. £24.99

Ryan, D. and Jones, C. (2009) **Understanding digital marketing**. London, Kogan Page. £19.99

Smith, P. and Chaffey, D. (2008) **eMarketing eXcellence: planning and optimising your digital marketing**. 3rd edition, Oxford, Butterworth Heinemann. £24.99

Trott, P. (2008) **Innovation management and new product development**. 4th edition, Harlow, FT/Prentice Hall. £42.99

*Viney, D. (2008) **Get to the top on Google: tips and techniques to get your site to the top of search engine rankings – and stay there**. London, Nicholas Brearley. £14.99

*Available on MyiLibrary (www.cim.co.uk/elibrary)



Marketing and Consumer Behaviour

Recommended support materials

Core text

Baines, P, Fill, C and Page, K (2008) **Marketing**. Oxford, Oxford University Press. **£39.99**

Supplementary reading

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press **£36.99**

De Pelsmacker, P. et al (2010) **Marketing communications: a European perspective**. 4th edition. Harlow, Pearson. **£43.99**

Fill, C. (2009) **Marketing communications: interactivity, communities and content**. 5th edition. Harlow, Pearson. **£46.99**

Solomon, M. R. et al (2009) **Consumer behaviour. A European perspective**. 4th edition. Harlow, FT/Prentice Hall. **£44.99**

Wilson, A. (2006) **Marketing research: an integrated approach**. 2nd edition. Harlow, Pearson. **£43.99**



Online resources for Digital Marketing

Digital marketing news

Brandweek Current marketing news

iMediaConnection Industry news and advice

Sphinn News and Internet Marketing Discussion Forum

MarketingVOX News, trends and culture (mainly US)

ClickZ News and expert advice for digital marketers (US & INT)

Mediapost News, social network, industry jobs and research (Mainly US)

Search Engine Land News covering search engine marketing

Ecommercetimes.com Information, news and ecommerce industry updates

Events

Internet World

TFM&A

Marketing Live

Social networking sites

LinkedIn

Facebook

Twitter

Video sharing websites

YouTube

Google Video

Blogs

i-advertising.com Featuring digital marketing how-to's and industry interviews (US)

Connect Digital marketing blog for iCrossing (UK)

Adventures in Digital Marketing Digital marketing blog (UK)

Trendpedia Blog Search Engine

Neil Bradley Neil Bradley's marketing metrics blog

Online resources

LED Digest The Internet Marketing Discussion List

eMarketer Internet market research, online trends and demographics

MarketingProfs Marketing resources

Web optimisation resources

Conversation Chronicles Resources for improving website conversion

Google Keyword Tool Google Adwords research tool

Google Search Tool Advanced Adwords tool comparing keywords

Google Insights Compare search volume patterns using parameters

Case studies

CIM Resources <http://www.cim.co.uk/resources/casestudies/home.aspx>

Figaro Digital <http://www.figarodigital.co.uk/>

SAS <http://www.sas.com/success/>

Digital Training Academy <http://www.digitaltrainingacademy.com/casestudies/>

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