

Principles of marketing (1617)

[View Online](#)

15 items

Library resources note (1 items)

This list includes the essential readings. Further resources are listed in your course handbook/Moodle area for this unit. These further reading may not be available from MMU Libraries, but library staff are able to recommend suitable alternatives. Please ask at our help desk for advice.

Items for purchase (1 items)

Essentials of marketing, by Frances Brassington; Stephen Pettitt, 2013

[Book](#) | [Items for purchase](#) | ELECTRONIC

Essential reading (3 items)

Principles of marketing, by Brassington, Frances; Pettitt, Stephen, 2006

[Book](#) | [Essential reading](#)

Management accounting for business, by Colin Drury, 2016

[Book](#) | [Essential reading](#)

Marketing communications, by John Egan, 2014

[Book](#) | [Essential reading](#)

Digitised Material (5 items)

Digital and Social Media Marketing - in Marketing, by Baines, Paul; Fill, Chris, 2014

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

Campaign Tactics and Management - in Marketing communications, by Egan, John, 2015

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

Digital Marketing and Social Media - in Principles and practice of marketing, by Jobber, David; Ellis-Chadwick, Fiona, 2013

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

Advertising Media: Planning and Analysis - in Integrated marketing communications in advertising and promotion, by Shimp, Terence A; Andrews, J. Craig, 2013

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

Motivation, values and lifestyle - in Consumer behaviour: a European perspective, by Michael R. Solomon; Gary J. Bamossy; Soren Askegaard; Margaret K. Hogg, 2016

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

Further reading (5 items)

Principles of marketing, by Kotler, Philip; Armstrong, Gary; Harris, Lloyd; Piercy, Nigel, 2013

[Book](#) | [Further reading](#)

Marketing, by Paul Baines; Chris Fill; Sara Rosengren, 2017

[Book](#) | [Further reading](#)

Principles and practice of marketing, by Jim Blythe, 2014

[Book](#) | [Further reading](#)

Principles and practice of marketing, by David Jobber; Fiona Ellis-Chadwick, 2016

[Book](#) | [Further reading](#)

Consumer behaviour: a European perspective, by Michael R. Solomon; Gary J. Bamossy; Soren Askegaard; Margaret K. Hogg, 2016

[Book](#) | [Further reading](#) | ELECTRONIC