

Contemporary Issues in Marketing - BMP4004

BMP4004

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27 items

Essential (4 items)

A framework for marketing management, by Philip Kotler; Kevin Lane Keller, 2016

Book | Essential

Digital disruption: implications and opportunities for economies, society, policy makers and business leaders, by Bharat Vagadia, 2020

Book | Essential

Digital marketing: a practical approach, by Alan Charlesworth, 2018

Book | Essential

Principles of marketing, by Philip Kotler; Gary Armstrong; Sridhar Balasubramanian; Philip Kotler, 2023

Book | Essential

Recommended (7 items)

Confident Digital Content: How to Create and Manage Amazing Social Media and Web Content for a Futureproof Career, by Adam Waters; Ebooks Corporation, 2020

Book | Recommended | To access go to
<https://koganpageplus.com/AccessTitle/ISBN/9781789663372/?c=Bolton>

Introduction to marketing concepts, by Drummond, Graeme; Ensor, John, 2005

Book | Recommended | Print copies are also available

Marketing: concepts and strategies, by Sally Dibb; Lyndon Simkin; William M. Pride; O. C. Ferrell, 2016

Book | Recommended

Retail management, by Barry R. Berman; Joel R. Evans; Patrali M. Chatterjee, 2018

Book | Recommended

Retail marketing management: principles and practice, by Helen Goworek; Peter J. McGoldrick, 2015

Book | Recommended | Print copies are also available

Social media marketing: a strategic approach, by Melissa S. Barker; Donald Barker; Nicholas F. Bormann; Mary Lou Roberts; Debra L. Zahay, 2017

Book | Recommended

The marketing book, by Baker M, 2015

[Book](#) | **Recommended** | Print copies are also available

Further Reading (4 items)

Digital marketing strategy: an integrated approach to online marketing, by Simon Kingsnorth, 2016

[Book](#) | **Optional**

Fundamentals of retailing and shopper marketing, by Jan Hillesland, 2013

[Book](#) | **Optional**

Principles and practice of marketing, by David Jobber; Fiona Ellis-Chadwick, 2020

[Book](#) | **Optional**

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

[Book](#) | **Optional**

Journals (5 items)

These titles are recommended by the programme team.

Harvard Business Review

[Journal](#) | **Recommended**

Journal of Marketing

[Journal](#) | **Recommended**

Journal of Services Marketing

[Journal](#) | **Recommended**

Journal of Strategic Marketing

[Journal](#) | **Recommended**

Strategic Management Journal (1986-1998)

[Journal](#) | **Recommended**

Library Support (3 items)

LEAP Live

[Webpage](#) | **Essential** | LEAP Live sessions are delivered by experts from across the University. Sessions take place both on-campus and online and cover topics such as academic writing, English language and grammar, wellbeing, research skills and library resources, digital skills and much more.

LEAP Online Home | University of Bolton

[Webpage](#) | **Essential** | LEAP Online offers support with your academic and personal development. Online tutorials cover a variety of topics such as referencing, time

management, essay writing, finding appropriate information for assignments and many more. Each section contains information, videos and activities. You can earn digital badges by completing section assessments.

Business and Management: Starting point - Subject Guide

Webpage | **Essential** | Access information and help regarding resources relevant to your subject here.

Researching for Assignments (4 items)

Discover@Bolton | University of Bolton

Webpage | **Essential** | Discover@Bolton is a single search engine to search for books, ebooks, ejournals and other Library resources.

ABI/INFORM Collection - ProQuest

Webpage | **Essential** | Part of ProQuest Central, this resource supports business, management, marketing and product development. Contains indexes, abstracts and full-text.

IBISWorld

Website | **Essential** | IBISWorld provides business analysis on thousands of industries worldwide. It includes market research reports, statistics, analysis, market data and industry trends.

Business Market Research Collection - ProQuest

Webpage | **Essential** | Part of the ProQuest Central database, this resource contains company, industry, economic and geopolitical market research from three sources, including Hoover's Company Profiles, OxResearch from Oxford Analytica, and Snapshots.
