Marketing Planning Application MAR3017-N (Year 2014-2015)



[1]

Blythe, J. and Megicks, P. 2010. Marketing planning: strategy, environment and context. Financial Times Prentice Hall.

[2]

Bradford, E. et al. 2012. Marketing navigation: how to keep your marketing plan on course to implementaion success. Goodfellow publishers.

[3]

Gilligan, C. and Wilson, R.M.S. 2009. Strategic marketing planning. Butterworth-Heinemann.

[4]

Johnson, G. et al. 2012. Fundamentals of strategy. Pearson Education.

[5]

Marketing LibGuide: http://tees.libguides.com/marketing.

[6]

McDonald, M. and Wilson, H. 2011. Marketing plans: how to prepare them, how to use them. Wiley.

[7]

Wilson, R.M.S. and Gilligan, C. 2005. Strategic marketing management: planning, implementation and control. Routledge.

[8]

European journal of marketing.

[9]

International Journal of Marketing Management.

[10]

Journal of direct, data and digital marketing practice.

[11]

Journal of marketing.

[12]

Journal of marketing management.

[13]

Journal of product & brand management.

[14]

Journal of strategic marketing.

[15]

Journal of the academy of marketing science.

[16]

Marketing intelligence & planning.