

Marketing Planning Application

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@book{Blythe_Megicks_2010, address={Harlow}, title={Marketing planning: strategy, environment and context},
url={https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp1.tees.ac.uk/entity&dest=http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780273724728}, publisher={Financial Times Prentice Hall}, author={Blythe, Jim and Megicks, Phil}, year={2010} }

@book{Bradford_Erkickson_McDonald_2012, title={Marketing navigation: how to keep your marketing plan on course to implementaion success}, publisher={Goodfellow publishers}, author={Bradford, Edmund and Erkickson, Steve and McDonald, Malcom}, year={2012} }

@book{Gilligan_Wilson_2009, address={Amsterdam}, edition={2nd ed}, title={Strategic marketing planning},
url={http://www.vlebooks.com/vleweb/product/openreader?id=Teesside&isbn=9780080912127}, publisher={Butterworth-Heinemann}, author={Gilligan, Colin and Wilson, R. M. S.}, year={2009} }

@book{Johnson_Whittington_Scholes_2012, address={Harlow}, edition={2nd ed}, title={Fundamentals of strategy}, publisher={Pearson Education}, author={Johnson, Gerry and Whittington, Richard and Scholes, Kevan}, year={2012} }

@book{McDonald_Wilson_2011, address={Chichester}, edition={7th ed}, title={Marketing plans: how to prepare them, how to use them}, publisher={Wiley}, author={McDonald, Malcolm and Wilson, Hugh}, year={2011} }

@book{Wilson_Gilligan_2005, address={London}, edition={3rd ed.}, title={Strategic marketing management: planning, implementation and control}, publisher={Routledge}, author={Wilson, R. M. S. and Gilligan, Colin}, year={2005} }

@article{European journal of marketing }

@article{International Journal of Marketing Management }

@article{Journal of direct, data and digital marketing practice }

@article{Journal of marketing }

@article{Journal of marketing management }

@article{Journal of product & brand management }

@article{Journal of strategic marketing }

@article{Journal of the academy of marketing science }

@article{Marketing intelligence & planning }

@misc{Marketing LibGuide, url={ <http://tees.libguides.com/marketing> } }