

# Marketing Planning Application

## MAR3017-N

### (Year 2014-2015)

View Online



- 
1.  
Bradford, E., Erkickson, S., McDonald, M.: Marketing navigation: how to keep your marketing plan on course to implementation success. Goodfellow publishers (2012).
  2.  
Gilligan, C., Wilson, R.M.S.: Strategic marketing planning. Butterworth-Heinemann, Amsterdam (2009).
  3.  
McDonald, M., Wilson, H.: Marketing plans: how to prepare them, how to use them. Wiley, Chichester (2011).
  4.  
Blythe, J., Megicks, P.: Marketing planning: strategy, environment and context. Financial Times Prentice Hall, Harlow (2010).
  5.  
Wilson, R.M.S., Gilligan, C.: Strategic marketing management: planning, implementation and control. Routledge, London (2005).
  6.  
Johnson, G., Whittington, R., Scholes, K.: Fundamentals of strategy. Pearson Education, Harlow (2012).

7.

European journal of marketing.

8.

International Journal of Marketing Management.

9.

Journal of direct, data and digital marketing practice.

10.

Journal of marketing.

11.

Journal of marketing management.

12.

Journal of product & brand management.

13.

Journal of strategic marketing.

14.

Journal of the academy of marketing science.

15.

Marketing intelligence & planning.

16.

Marketing LibGuide, <http://tees.libguides.com/marketing>.