

MARK5006 Integrated Marketing Communications (Semester 1)

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50 items

Core Text (4 items)

Marketing communications, by Lynne Eagle, 2021

[Book](#) | Essential

Marketing communications: fame, influencers and agility, by Chris Fill; Sarah Turnbull, 2023

[Book](#) | Essential

Marketing communications: integrating online and offline, customer engagement and digital technologies, by P. R. Smith; Ze Zook, 2024

[Book](#) | Recommended

Marketing communications: integrating online and offline integration, customer engagement, and analytics technologies, by P. R. Smith; Ze Zook, 2020

[Book](#) | Recommended

Recommended Supplementary Texts (37 items)

Marketing communications: touchpoints, sharing and disruption, by Chris Fill; Sarah Turnbull, 2019

[Book](#) | Recommended | Earlier edition with e-book.

Digital marketing excellence: planning, optimizing and integrating online marketing, by Dave Chaffey; P. R. Smith, 2023

[Book](#) | Recommended

Integrated advertising, promotion, and marketing communications, by Kenneth E. Clow; Donald Baack, 2021

[Book](#) | Recommended

Advertising & promotion, by Christopher E. Hackley; Rungpaka Amy Hackley, 2021

[Book](#) | Recommended

Beyond advertising: creating value through all touchpoints, by Yoram Wind; Catharine Hays, 2016

[Book](#) | Recommended

Valuable content marketing: how to make quality content your key to success, by Sonja Jefferson; Sharon Tanton, 2015

[Book](#) | Recommended

The definitive guide to strategic content marketing: perspectives, issues, challenges and solutions, by Lazar

Dz

amic

; Justin Kirby, 2018

[Book](#)

Content - the atomic particle of marketing: the definitive guide to content marketing strategy, by Rebecca Lieb, 2017

[Book](#)

A cognitive psychology of mass communication, by Fred W. Sanborn; Fred W. Sanborn, 2023

[Book](#)

Marketing communications: a brand narrative approach, by Dahlén, Micael; Lange, Fredrik, 2010

[Book](#) | Recommended

Return on engagement: content strategy and web design techniques for digital marketing, by Tim Frick; Kate Eyler-Werve, 2015

[Book](#)

Storytelling: branding in practice, by Klaus Fog; Christian Budtz; Philip Munch; Stephen Blanchette, 2010

[Book](#)

Strategic communication, social media and democracy: the challenge of the digital naturals, edited by W. Timothy Coombs; Jesper Falkheimer; Mats Heide; Philip Young, 2016

[Book](#)

Public relations and participatory culture: fandom, social media and community engagement, edited by Natalie T. J. Tindall; Amber Hutchins, 2016

[Book](#)

Advertising media planning: a brand management approach, by Larry D. Kelley; Kim Bartel Sheehan; Lisa Dobias; David E. Koranda; Donald W. Jugenheimer, 2023

[Book](#)

Advertising media workbook and sourcebook, by Larry D. Kelley; Kim Sheehan; Donald W. Jugenheimer, 2015

[Book](#)

Content marketing: think like a publisher : how to use content to market online and in social media, by Rebecca Lieb, c2012

Book

Content marketing in a week, by Jane Heaton, 2016

Book

Social media marketing, by Tracy L. Tuten, 2021

Book

Social media marketing: theories & applications, by Stephan Dahl, 2021

Book

Social media and public relations: fake friends and powerful publics, by Judy Motion; Robert L. Heath; Shirley Leitch, 2016

Book

Social media management: technologies and strategies for creating business value, by Amy Van Looy, 2016

Book

Storytelling online: talking breast cancer on the Internet, by Shani Orgad, c2005

Book

Marketing communications: a European perspective, by Patrick de Pelsmacker; Maggie Geuens; Joeri van den Bergh, 2021

Book

Marketing communications management: analysis, planning, implementation, by Paul Copley, 2014

Book

Brand page attachment: an empirical study on Facebook users' attachment to brand pages, by Barbara Kleine-Kalmer, 2016

Book

Handbook of media branding, by Gabriele Siegert, 2015

Book

Programmatic advertising: the successful transformation to automated, data-driven marketing in real-time, by Oliver Busch, 2016

Book

The TV brand builders: how to win audiences and influence viewers, by Andy Bryant; Charlie Mawer, 2016

Book

Video game marketing: a student textbook, by Peter Zackariasson; Mikolaj Dymek, 2017

Book

Management and technological challenges in the digital age, edited by Pedro Melo; Carolina Machado, 2018

Book

The storytelling edge: how to transform your business, stop screaming into the void, and make people love you, by Shane Snow; Joe Lazauskas, 2018

Book

The advertising handbook, edited by Jonathan Hardy; Iain MacRury; Helen Powell, 2018

Book

The art of branded entertainment, by Monica Chun, 2018

Book

Academic practitioner relationships: developments, complexities and opportunities, edited by Jean M. Bartunek; Jane McKenzie, 2018

Book

Native advertising: the essential guide, by Dale Lovell, 2017

Book

Integrated marketing communication: advertising and promotion in a digital world, by Jerome M. Juska, 2022

Book

Journals (6 items)

WARC guide (formerly Admap)

Journal | Recommended | The link is to the WARC database which holds the electronic coverage of ADMAP 2010 -

Warc - Advertising best practice, evidence and insights | warc.com

Webpage | Recommended | Advertising database. Contains current issues of Admap (2010 -) and other very useful content.

Journal of Advertising:

Journal

Journal of Marketing Communications

Journal

Journal of Personal Selling & Sales Management:

Journal

International Journal of Advertising

Journal

Likes on Social Media Don't Matter Anymore. Here's What Does Instead, by Adriana Tica, 2019

Webpage

POV: TikTok

Webpage

Integrating environmental values and emotion in green marketing communications inducing sustainable consumer behaviour, by Khan, Taufique, December 2020

Unknown Type | Optional