

# MARK5006 Integrated Marketing Communications (Semester 1)

[View Online](#)

Bartunek, J.M. and McKenzie, J. (eds) (2018) Academic practitioner relationships: developments, complexities and opportunities. London: Routledge, Taylor & Francis Group. Available at:  
<http://www.vlebooks.com.oxfordbrookes.idm.oclc.org/Vleweb/Product/Index/2016966?page=0>.

Bryant, A. and Mawer, C. (2016) The TV brand builders: how to win audiences and influence viewers. London: KoganPage.

Busch, O. (2016) Programmatic advertising: the successful transformation to automated, data-driven marketing in real-time. Edited by O. Busch. Cham: Springer. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/brookes/detail.action?docID=4179390>.

Chaffey, D. and Smith, P.R. (2023) Digital marketing excellence: planning, optimizing and integrating online marketing. Sixth edition. Milton Park, Abingdon, Oxon: Routledge. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1496981&site=ehost-live>.

Chun, M. (2018) The art of branded entertainment [electronic resource]. Edited by P.J. Pereira. London: Peter Owens. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=1823612>.

Clow, K.E. and Baack, D. (2021) Integrated advertising, promotion, and marketing communications. Ninth edition. Harlow, England: Pearson.

Coombs, W.T. et al. (eds) (2016) Strategic communication, social media and democracy: the challenge of the digital naturals. London: Routledge. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=3570218>.

Copley, P. (2014) Marketing communications management: analysis, planning, implementation. Second edition. Los Angeles: SAGE.

Dahl, S. (2021) Social media marketing: theories & applications. 3E. London: SAGE Publications Ltd.

Dahlén, Micael and Lange, Fredrik (2010) Marketing communications: a brand narrative

approach. Chichester: John Wiley.

Dz

amic

, L. and Kirby, J. (2018) The definitive guide to strategic content marketing: perspectives, issues, challenges and solutions. London: Kogan Page Ltd.

Eagle, L. (2021) Marketing communications. Second edition. Abingdon, Oxon: Routledge. Available at:  
<https://www-taylorfrancis-com.oxfordbrookes.idm.oclc.org/books/mono/10.4324/9781003089292/marketing-communications-lynne-eagle-barbara-czarnecka-stephan-dahl-jenny-lloyd>.

Fill, C. and Turnbull, S. (2019) Marketing communications: touchpoints, sharing and disruption. Eighth edition. Harlow, England: Pearson. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=5801463>.

Fill, C. and Turnbull, S. (2023) Marketing communications: fame, influencers and agility. Ninth edition. Harlow, England: Pearson. Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/1343948735>.

Frick, T. and Eyler-Werve, K. (2015) Return on engagement: content strategy and web design techniques for digital marketing. Second edition. New York: Focal Press, Taylor & Francis Group. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://www.taylorfrancis.com/books/9780203751817>.

Hackley, C.E. and Hackley, R.A. (2021) Advertising & promotion. Fifth edition. Los Angeles: SAGE.

Hardy, J., MacRury, I. and Powell, H. (eds) (2018) The advertising handbook [electronic resource]. Fourth edition. London: Routledge. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://www.taylorfrancis.com/books/9781315558646>.

Heaton, J. (2016) Content marketing in a week. London: John Murray Learning.

'International Journal of Advertising' (no date). Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/60616874>.

Jefferson, S. and Tanton, S. (2015) Valuable content marketing: how to make quality content your key to success. 2nd edition. London: KoganPage. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1021486&site=ehost-live>.

'Journal of Advertising': (no date). Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/39037883>.

'Journal of Marketing Communications' (no date). Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/763018725>.

'Journal of Personal Selling & Sales Management': (no date). Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/525583190>.

Juska, J.M. (2022) Integrated marketing communication: advertising and promotion in a digital world. Second edition. New York, NY: Routledge. Available at:  
<https://www-taylorfrancis-com.oxfordbrookes.idm.oclc.org/books/mono/10.4324/9780367443382/integrated-marketing-communication-jerome-juska>.

Kelley, L.D. et al. (2023) Advertising media planning: a brand management approach. Fifth edition. New York, NY: Routledge.

Kelley, L.D., Sheehan, K. and Jugenheimer, D.W. (2015) Advertising media workbook and sourcebook [electronic resource]. Fourth edition. New York: Routledge. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=OxfBrookes&isbn=9781315713908&uid=^u>.

Khan, Taufique (no date) 'Integrating environmental values and emotion in green marketing communications inducing sustainable consumer behaviour'. Journal of Marketing Communications. Available at:  
<https://doi.org/https://doi.org/10.1080/13527266.2020.1866645>.

Klaus Fog et al. (2010) Storytelling: branding in practice. Second edition. London: Springer-Verlag. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=OxfBrookes&isbn=9783540883494&uid=^u>.

Kleine-Kalmer, B. (2016) Brand page attachment: an empirical study on Facebook users' attachment to brand pages. Wiesbaden: Springer Science and Business Media. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/brookes/detail.action?docID=4355022>.

Lieb, R. (2012) Content marketing: think like a publisher : how to use content to market online and in social media. Indianapolis, Ind: Que.

Lieb, R. (2017) Content - the atomic particle of marketing: the definitive guide to content marketing strategy. London: KoganPage.

Lovell, D. (2017) Native advertising: the essential guide. London, United Kingdom: Kogan Page.

Melo, P. and Machado, C. (eds) (2018) Management and technological challenges in the digital age [electronic resource]. Boca Raton, FL: CRC Press, Taylor & Francis Group. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://www.taylorfrancis.com/books/9781351238922>.

Motion, J., Heath, R.L. and Leitch, S. (2016) Social media and public relations: fake friends

and powerful publics. London: Routledge. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=4098101>.

Orgad, S. (2005) *Storytelling online: talking breast cancer on the Internet*. New York: Peter Lang.

Pelsmacker, P. de, Geuens, M. and Bergh, J. van den (2021) *Marketing communications: a European perspective*. 7th edition. Harlow: Pearson. Available at:  
<https://oxfordbrookes.on.worldcat.org/oclc/1242106887>.

POV: TikTok (no date). Mindshare via Linked in. Available at:  
<https://www.mindshareworld.com/news/pov-tiktok>.

Sanborn, F.W. and Sanborn, F.W. (2023) *A cognitive psychology of mass communication*. Eighth edition. London: Routledge.

Siegert, G. (2015) *Handbook of media branding*. Edited by G. Siegert et al. Cham: Springer. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=https://ebookcentral.proquest.com/lib/brookes/detail.action?docID=3568232>.

Smith, P.R. and Zook, Z. (2020) *Marketing communications: integrating online and offline integration, customer engagement, and analytics technologies*. Seventh edition. London: KoganPage. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=5985871>.

Smith, P.R. and Zook, Z. (2024) *Marketing communications: integrating online and offline, customer engagement and digital technologies*. Eighth edition. London: KoganPage.

Snow, S. and Lazauskas, J. (2018) *The storytelling edge: how to transform your business, stop screaming into the void, and make people love you*. Hoboken, New Jersey: John Wiley & Sons, Inc. Available at:  
<https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=5219471>.

Tica, A. (2019) *Likes on Social Media Don't Matter Anymore. Here's What Does Instead*. Available at:  
<https://www.sitepronews.com/2019/09/02/likes-on-social-media-dont-matter-anymore-here-s-what-does-instead/>.

Tindall, N.T.J. and Hutchins, A. (eds) (2016) *Public relations and participatory culture: fandom, social media and community engagement*. London: Routledge. Available at:  
<https://oxfordbrookes.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=OxfBrookes&isbn=9781315766201&uid=^u>.

Tuten, T.L. (2021) *Social media marketing*. 4th edition. London: SAGE Publications.

Van Looy, A. (2016) *Social media management: technologies and strategies for creating business value*. Cham: Springer.

Warc - Advertising best practice, evidence and insights | warc.com (no date). Available at: <http://www.warc.com.oxfordbrookes.idm.oclc.org/Home.aspx>.

'WARC guide (formerly Admap)' (no date). Available at: <https://www-warc-com.oxfordbrookes.idm.oclc.org/warc-guide>.

Yoram Wind and Catharine Hays (2016) Beyond advertising: creating value through all touchpoints. Hoboken, New Jersey: John Wiley & Sons, Inc. Available at: <https://ebookcentral-proquest-com.oxfordbrookes.idm.oclc.org/lib/brookes/detail.action?docID=4389006>.

Zackariasson, P. and Dymek, M. (2017) Video game marketing: a student textbook. London: Routledge. Available at: <https://www-taylorfrancis-com.oxfordbrookes.idm.oclc.org/books/video-game-marketing-peter-zackariasson-mikolaj-dymek/10.4324/9781315748900>.