

**Unit T/615/2693 Strategic Marketing**

**Level 7 15 Credits**

**Suggested Resources**

**Texts**

Meerman Scott, D., (2015) *The New Rules of Marketing & PR* (Fifth Edition), Wiley: Hoboken, New Jersey

Kotler, P., (2001) *Kotler on Marketing*, Simon & Shuster UK Ltd: London

Kotler P. and Armstrong G., (2014) *Marketing: an Introduction* (12th edition), Prentice Hall

Shaw E. (2012).*Marketing strategy: From the origin of the concept to the development of a conceptual framework*, Journal of Historical Research in Marketing, 4(1)

Booth, D, (1990*), Principles of Strategic Marketing*, Tudor Business Publishing

Blythe J. and Megicks P. (2010) *Marketing Planning: Strategy, Environment and Context*, Pearson Education: Harlow

**Useful Websites**

Chartered Institute of Marketing tools and templates: <http://www.cimmarketingexpert.co.uk>

Journal of Marketing Research, <https://www.ama.org/publications/JournalOfMarketingResearch/Pages/current-issue.aspx>

<http://www.essay.uk.com/free-essays/marketing/analysis-of-strategic-marketing.php>

<http://smallbusiness.chron.com/alignment-strategies-4649.html>

<http://managementstudyguide.com/market-segmentation.htm>

<http://www.slideshare.net/anuvanu/what-is-strategic-fit>

<http://www.consumerpsychologist.com>

<http://management.about.com/cs/generalmanagement/a/Pareto081202.htm>

<http://www.slideshare.net/MUNIF/the-black-box-model-of-consumer-behaviour>

<http://www.entrepreneur.com/article/43018>

<http://marketing-made-simple.com/articles/marketing-plan.htm>

<https://www.business.qld.gov.au/business/running/marketing/write-implement-marketing-plan>