

**Postgraduate Diploma in Marketing Management**

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
ABMC401P / ABMC48201P	Applied Brand Management and Communications	<b>Strategic Brand Management: Building, Measuring and Managing Brand Equity</b> ISBN: 9781292314969 eISBN: 9781292314990	Keller, K.L. & Swaminathan, V.	Pearson Prentice Hall	5th Global	2020
ADMD401P / ADMD48201P	Applied Digital Marketing Dynamics	eStudy Guide				
AML401P / AML48201P	Applied Marketing Leadership	eStudy Guide				
ACEP48301P	Applied Creative Economy Practice	eStudy guide				
AMP401P / AMP48303P	Applied Marketing Project	eStudy Guide and online textbook available in the Marketplace Simulation				

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