



The Chartered
Institute of Marketing

e-Marketing Award

Reading List 2008/9





e-Marketing Award syllabus

Recommended support materials

Essential reading

Gay, R. (2007) **Online marketing: a customer-led approach**. Oxford, Oxford University Press. **£33.99**

Additional reading

Chaffey, D., Mayer, R., Johnston, K. and Ellis-Chadwick, F. (2006) **Internet marketing: strategy, implementation and practice. 3rd edition**. Harlow, Prentice Hall. **£40.99**

Hunt, B. and Moran, M. (2005) **Search engine marketing: driving search traffic to your company's website**. Harlow, Prentice Hall. **£35.99**

Reynolds, J. and Mofazali, R. (2004) **The complete e-commerce book: design, build and maintain a successful web site**. CMP Books. (May have to order) **£22.99**

Siegel, C. (2005) **Internet marketing**. Boston, Houghton Mifflin. **£31.95**

Smith, P. and Chaffet, D. (2008) **eMarketing eXcellence: planning and optimising your digital marketing. 3rd edition**, Oxford, Butterworth Heinemann. **£24.99**

Additional resources

You are encouraged to spend time browsing, looking and learning. Try to find out what has worked and what has not and build your own portfolio of good and bad e-Marketing.

Revolution, the weekly publication on 'Business and Marketing in the Digital Economy' has now made its archive available at www.revolution.haynet.com/archive and this is an excellent source for breaking news and case studies.

Marketing Magazine is now also available at www.marketing.haynet.com and includes an archive of features and online news.

www.mad.co.uk positions itself as 'the online community for marketing, media, advertising and design' and is from the publishers of Marketing Week. This also has news and features on new media. This is available for a short trial period and then by subscription.

New Media Age is available at <http://www.nma.co.uk>, but is only available by subscription.

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