



MARKETING COURSES

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| Course | MKTG2001 – PRINCIPLES OF MARKETING |
| Author | Kotler & Armstrong |
| Title | PRINCIPLES OF MARKETING |
| Publisher | Prentice Hall |
| Edition | Latest |
| ISBN | |

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| Course | MKTG3000 – MARKETING MANAGEMENT |
| Author | Ferrell, Hartline, Lucas, Luck |
| Title | 1) STRATEGIC MARKETING: CREATING COMPETITIVE ADVANTAGE (Required) 2) MARKETING STRATEGIES (Recommended) |
| Publisher | Oxford University Press Dryden |
| Edition | Second Edition (2010) 2)Latest |
| ISBN | |

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|-----------|---|
| Course | MKTG 3001 – INTERNATIONAL MARKETING MANAGEMENT |
| Author | W. Keegan |
| Title | GLOBAL MARKETING |
| Publisher | Pearson |
| Edition | 7th |
| ISBN | |

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|-----------|---|
| Course | MKTG 3002 – MARKETING RESEARCH |
| Author | McDaniel, Gates |
| Title | MARKETING: RESEARCH ESSENTIALS |
| Publisher | South-Western College Publishing |
| Edition | Latest |
| ISBN | |

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|-----------|---|
| Course | MKTG 3010 – INTEGRATED MARKETING COMMUNICATIONS |
| Author | Belch, G.E |
| Title | ADVERTISING AND PROMOTION: An Integrated Marketing Communication Perspective |
| Publisher | Irwin McGraw-Hill |
| Edition | 4th Edition |
| ISBN | |

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|-----------|---|
| Course | MKTG 3037 - CONSUMER BEHAVIOUR |
| Author | (1)Schiffman, Kanuk (2) Arzac |
| Title | (1)CONSUMER BEHAVIOUR (2) CONSUMER BEHAVIOUR A MODERN APPROACH |
| Publisher | (1) Prentice Hall (2)Wiley |
| Edition | (1) 9th Edition (2) 4th Edition |
| ISBN | |

