



MARKETING COURSES

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

Course	MKTG3000 – MARKETING MANAGEMENT
Author	Ferrell, Hartline, Lucas, Luck
Title	MARKETING STRATEGIES
Publisher	Dryden
Edition	Latest
ISBN	

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

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

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	

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	

