



College of Business

BBA in Marketing

TEXTBOOKS

COURSE ID	COURSE NAME	TEXTBOOK TITLE	AUTHOR/S	PUBLISHER
0504200	Principles of Marketing Management	Principles of Marketing: Global edition	Philip Kotler Gary Armstrong & Sridhar Balasubramanian	Pearson
0504330	Consumer Behavior	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson
0504331	Introduction to E-Marketing	Digital Marketing	Chaffey, D. and Chadwick, F.	McGraw Hill
0504332	Interactive and Direct Marketing	Principles of Direct, Database and Digital Marketing	Tapp, Whitten, Housden	Pearson
0504333	Marketing Information Systems	Trends and Innovations in Marketing Information Systems	Theodosios Tsiakis	IGI Global
0504340	Advertising and Promotions Management	Integrated Advertising, Promotion, and Marketing Communications	Kenneth E. Clow & Donald Baack	Pearson
0504380	International Marketing	Global Marketing	Mark C. Green & Warren J. Keegan	Pearson
0504390	Entrepreneurial Marketing	Entrepreneurial Marketing: A Practical Managerial Approach	Robert D. Hisrich, Veland Ramadani	Edward Elgar
0504400	Introduction to Graphic Design	The Fundamentals of Graphic Design	Gavin Ambrose, Paul Harris, Nigel Ball	Bloomsbury
0504450	Marketing Research	Marketing Research: An Applied Orientation	Naresh K. Malhotra	Pearson
0504460	Service Marketing	Essentials of Services Marketing	J. Wirtz	Pearson
0504470	Strategic Marketing Management	Marketing Strategy	O. C. Ferrell, Michael Hartline, Bryan W. Hochstein	Cengage
0504480	Global Marketing in Digital World	Global Marketing in a Digital World	Lina Manuel	Pressbooks
		Global Marketing	Warren J. Keegan, Mark C. Green	Pearson