



College of Business

BBA in Marketing

TEXTBOOKS

COURSE ID	COURSE NAME	TEXTBOOK TITLE	AUTHOR/S	PUBLISHER	YEAR
0504200	Principles of Marketing Management	Marketing Management	P. Kotler, G. Armstrong	Pearson	2019
0504330	Consumer Behavior	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson	2018
0504331	Introduction to E-Marketing	Marketing 4.0: Moving from Traditional to Digital	P. Kotler, H. Kartajaya, I. Setiawan	Wiley	2016
0504332	Interactive and Direct Marketing	Principles of Direct, Database and Digital Marketing	Tapp, Whitten, Housden	Pearson	2014
0504333	Marketing Information Systems	Trends and Innovations in Marketing Information Systems	Theodosios Tsiakis	IGI Global	2015
0504340	Advertising and Promotions Management	Advertising and Promotion: An Integrated Marketing Communications Perspective	G.E. Belch and M.A. Belch	McGraw Hill	2021
0504380	International Marketing	International Marketing	Michael R Czinkota	South-Western College Publishing	2013
0504390	Entrepreneurial Marketing	Entrepreneurial Marketing: A Practical Managerial Approach	Robert D. Hisrich, Veland Ramadani	Edward Elgar	2020
0504400	Introduction to Graphic Design	This course requires no textbook			
0504450	Marketing Research	Marketing Research	A. C. Burns, R. F. Bush	Prentice Hall	2020
0504460	Service Marketing	Essentials of Services Marketing	J. Wirtz, P. Chew, C. H. Lovelock	Pearson	2018
0504470	Strategic Marketing Management	Strategic Marketing: Creating Competitive Advantage	D. West, J. Ford, E. Ibrahim	Oxford University Press	2015
0504480	Global Marketing in Digital World	Global Marketing	W. J. Keegan, M. C. Green	Simpson College	2017