



MS in MARKETING
TEXTBOOKS FOR FALL TERM 2011-12

Course Rubric	Course description	Textbook	Author(s)	Edition	Publisher/ISBN
MK 6011	MARKETING MANAGEMENT	MARKETING MANAGEMENT	KOTLER, P., KELLER, K.L., GOODMAN, M. AND HANSEN, T.	2009	PEARSON EDUCATION LIMITED: ESSEX, ENGLAND. ISBN 978-0-273-71856-7
MK 6112	CREATING CUSTOMER VALUE (CRM)	CUSTOMER RELATIONSHIP MANAGEMENT	PEELEN, ED	1st edition, 2005	PRENTICE HALL, ISBN-10: 027368177X ISBN-13: 978-0273681779
MK 6014	CONSUMER AND BUYER BEHAVIOR	CONSUMER BEHAVIOR	SOLOMON	9th (Global Edition) (2011)	PEARSON, ISBN-10: 0136110924
MK 6040	BRAND MANAGEMENT	STRATEGIC BRAND MANAGEMENT	KELLER, KEVIN LANE	3rd edition, 2008	PRENTICE HALL INC, 2008
MK 6031	MARKETING RESEARCH	MARKETING RESEARCH: AN APPLIED ORIENTATION	MALHOTRA, N.K.	2010	LATEST GLOBAL EDITION