

MN3455: Advertising and Promotion in Brand Marketing (Academic year 2019-2020)

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34 items

Course Reading (34 items)

Essential Course Text (1 items)

Advertising and Promotion - Chris Hackley, Amy Rungpaka Hackley, 2018

[Book](#) | **Essential** | Please bring your copy to workshops. There is a website linked to the book that offers free additional resources for registration with an email address
<https://study.sagepub.com/hackley4e>

Supplementary Suggested Books (16 items)

Advertising and Promotion: An Integrated Marketing Communications Perspective - George E. Belch, Michael A. Belch, 2015

[Book](#) | Further

Truth, Lies, and Advertising: The Art of Account Planning - Jon Steel, 1998

[Book](#) | Further

How Brands Become Icons: The Principles of Cultural Branding - Douglas B Holt, 2004

[Book](#) | Recommended

How Brands Become Icons: The Principles of Cultural Branding - Douglas B. Holt, 2004

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Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands - Douglas B. Holt, Douglas Cameron, 2010

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Ogilvy on Advertising - David Ogilvy, 2011

[Book](#) | Further

The Discourse of Advertising - Guy Cook, 2001

[Book](#) | Recommended

Brands - Marcel Danesi, 2006

[Book](#) | Recommended

Promotional Screen Industries - Paul Grainge, Catherine Johnson, 2015

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Marketing in Context: Setting the Scene - Christopher E. Hackley, 2013

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Convergence Culture: Where Old and New Media Collide - Henry Jenkins, 2006

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Social Communication in Advertising: Consumption in the Mediated Marketplace - William Leiss, Jackie Botterill, 2005

[Book](#) | Recommended

Advertising Trade Press (3 items)

Brand Republic

[Website](#) | Essential

Advertising Age - Advertising Agency & Marketing Industry News

[Website](#) | Essential

Any ad agency websites

Professional Associations (5 items)

Advertising Association

[Website](#) | Further

Home | American Advertising Federation (AAF)

[Website](#) | Further

4A's | American Association of Advertising Agencies

[Webpage](#) | Further

Institute of Practitioners in Advertising

[Website](#) | Further

APG - The Home for Planners and Strategists

[Website](#) | Further

Some useful academic journals (9 items)

These can normally be obtained through academic libraries and electronic databases. All general marketing journals carry articles about advertising from time to time.

European Journal of Marketing

| Further

International Journal of Advertising

| Further

Journal of Advertising

| Further

Journal of Advertising Research

| Further

The Journal of consumer research

| Further

Consumption Markets and Culture

| Further

Journal of Current Issues and Research in Advertising

| Further

Journal of Marketing

| Further