

COURSE CODE: ***MKT535M***
COURSE TITLE: **Marketing Management**
DEPARTMENT: **Marketing and Advertising**

REFERENCES

- Marketing Management (2015), Global Edition, Kotler and Keller, Pearson
- Principles of Marketing: A South Asian Perspective, Kotler, Armstrong, Agnihotri, Haque, Pearson Education
- MKTG, Charles W Lamb, Joseph E Hair, Dheeraj Sharma, Carl McDaniel, Cengage Learning
- Principles of Contemporary Marketing, David L Kurtz, Cengage Learning