

Graduate School of Management

MMM Semester 2 2009 Booklist

27 July – 30 October 2009

CORE UNITS:

MKT5MMA Marketing Management

Kotler, P, Brown, L, Adam, S, Burton, S and Armstrong, G. *Marketing*, 7th Edition. Prentice Hall, Pearson Education Australia.

MKT5AFM Accounting for Managers

No required text

MKT5CBE Consumer Behaviour

Solomon, M. R., Dann, S., Dann S., Russell-Bennett, R. *Consumer Behaviour: buying, having, being*, 2006. Pearson Australia.

MKT5MRE Marketing Research

Burns, A, (2006). *Marketing Research*, 5 Edition, Pearson Education, Prentice Hall