

COURSE CODE: **MKG504M**
COURSE TITLE: **Marketing Strategy and Practice**
DEPARTMENT: **Marketing and Advertising**

REFERENCES

- Marketing Strategy, A Decision Focused Approach, by Orville Walker 2014 Edition
- New Jersey: McGraw Hill International
- Strategic Marketing by Todd Mooradian et. al. 2014 Edition
- Strategic Planning by Fred David
- Integrated Marketing Communications by Andrews & Shimp 2018 Edition
- DLSU Marketing Case Folio