



**MS in MARKETING**  
**TEXTBOOKS FOR WINTER SESSION 2012**

Course Rubric	Course description	Textbook	Author(s)	Edition	Publisher/ISBN
<b>MK 6030</b>	MARKETING STRATEGY	MARKETING STRATEGY: A DECISION FOCUSED APPROACH	Walker, O.C. & Mullins, J.W.	7 <sup>th</sup> edition (international edition)	McGRAW HILL, ISBN-10: 0070171467 ISBN-13: 978-0070171466
<b>MK 6112</b>	CREATING CUSTOMER VALUE (CRM)	CUSTOMER RELATIONSHIP MANAGEMENT	ED PEELEN	1st edition	PRENTICE HALL, ISBN-10: 027368177X ISBN-13: 978-0273681779