



# Prescribed Booklist Semester One 2015 Undergraduate Marketing Programmes

Pre-Varsity programme	Higher Certificate in Marketing	Diploma in Marketing Management	BCom in Marketing & Man Science	BBA in Marketing Management	Diploma in Marketing	BBA in Marketing
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CODE	MODULE	PRESCRIBED TEXT / ISBN	AUTHORS	PUBLISHER	ED	YEAR	Core Modules = C Electives = E								
AL101	Academic Literacy 1	Academic Literacy ISBN:9780702188640	Beekman, L, Dube, C & Underhill, J.	Juta	1st	2011		C		C					
ALP101	Academic Literacy and Project 1	Academic Literacy ISBN:9780702188640	Beekman, L, Dube, C & Underhill, J.	Juta	1st	2011	C								
BMR201	Basic Marketing Research 2	Business Research Methods ISBN:9781259070952	Cooper, DR & Schindler, PS	McGraw-Hill	12th	2014			C						
BM001	Brand Management	Strategic Brand Management: Building, Measuring and Managing Brand Equity ISBN:9780273779414	Keller, KL	Pearson Prentice Hall	4th	2013			E		E				
BN101	Business Numeracy 1	Basic Mathematics: A Revision Primer for Management Students ISBN:9781485102007	Wegner, T	Juta Academic	2nd	2013	C	C							
BN101	Business Numeracy 1	Portfolio Book of Basic Business Calculations ISBN: 9780143538547	Zidel, D	Portfolio	4th	2013	C	C							
BBM001 / BBM	Business-to-Business Marketing	Business Marketing: Connecting Strategy, Relationships and Learning ISBN:9780071263436	Dwyer, FR & Tanner, JF	McGraw-Hill	4th	2009			E		E			E	
BC101 / BC	Business Communication 1 Business Communication	Communication: A hands-on approach ISBN:9780702197970	Cleary et.al.	Juta	2nd	2014	C		C		C	C	C	C	C
BL101 / BL	Business Law 1 Business Law	General Principles of Commercial Law ISBN:9780702185144	Havenga et. al.	Juta	7th	2010			E	C	C	C	C	C	C
BM101 / BM	Business Management 1 Business Management	Principles of Business Management ISBN:978019599	Strydom, J Editor	Oxford University Press Southern Africa	2nd	2011	C	C	C	C	C	C	C	C	C
BM202	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9780702172816	Smit, PJ et.al.	Juta	5th	2011			C	C	C			C	
BM303 / STRM	Business Management 3 Strategic Management	Strategic Management: Southern African Concepts and Cases ISBN:9780627027994	Ehlers, T & Lazenby, K	van Schaik	3rd	2010				C	C			C	
BRT301	Business Research: Theory 3	Marketing Research ISBN:9780702197666	Wiid, J & Diggins, C	Juta	2nd	2013				C					
BS101 / STAT	Business Statistics 1 Statistical Analysis	Applied Business Statistics: Methods and Excel-based Applications ISBN:9780702177743	Wegner, T	Juta	3rd	2012					C	C	C	C	C
DLM201 / DLM	Distribution & Logistics Management Distribution & Logistics Management 2	Marketing Channels: A Management View ISBN: 9780538477604	Rosenbloom, B	South-Western College	8th	2013				C					C
EC001 / EC	E-Commerce	Managing E-Commerce in Business ISBN:9780702173042	Botha, J, Bothma, C & Geldenhuys, P	Juta	2nd	2008			E		E			E	
ECO101 / MAC	Economics 1 Macroeconomics	Understanding Macroeconomics ISBN:9780627029424	Mohr, P	Van Schaik	1st	2012	C	C	C	C	C	C	C	C	C
ECO201 / MIC	Economics 2 Microeconomics	Understanding Microeconomics ISBN:9780627029431	Mohr, P & Seymore, R	Van Schaik	1st	2012				C	C	C	C	C	C
ENT001 / ENT	Entrepreneurship	Managing Small Business: An Entrepreneurial Emphasis ISBN:9781111821173 OR Small Business Management, launching and growing entrepreneurial ventures ISBN:9781111532871	Petty, J.W., Palich, L.E., Hoy, F. & Longenecker, J.G. OR Longenecker, J.G., Petty, J.W., Palich, L.E. & Hoy, F.	South-Western College CENGAGE Learning	16th INT OR 16th US	2012			E		E			E	
FM101	Financial Management 1	Basic Accounting for Non-Accountants ISBN:9780627032905	Cloete, M & Marimuthu, F	Van Schaik	2nd	2015			C	C	C				



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FM202	Financial Management 2	Corporate Finance: A South African Perspective ISBN:9780195996012	Els, G, Du Toit, E, Erasmus, P, Kotze, L, Ngwenya, Thomas, K & Viviers, S	Oxford University Press	2nd	2014				C	C	C				
FM303	Financial Management 3	Principles of Managerial Finance ISBN:9781770258518 (With calculator guide) ISBN:9781770255029 (Textbook only. No calculator guide)	Gitman, L.J.	Pearson	1st	2010									C	
FBC101	Fundamentals of Business Communication 1	Communicating in Business ISBN:9780538744362	Williams, K, Krizan, AC, Logan, J & Merrier, P	South-Western CENGAGE Learning	8th	2011			C							
HRM001 / HRM / HRM301	Human Resource Management Human Resource Management 3	Human Resources Management ISBN:9780199058402	Botha, P & Werner, A	Oxford University Press Southern Africa	9th	2014				E	C	E			C	
IAM301	International and Africa Marketing 3	International Marketing ISBN:9780077148157	Ghuri, PN & Cateora, PR	McGraw-Hill	4th	2014				C		C				
MAR101	Marketing 1	Introduction to Marketing ISBN:9780702178108 or ISBN:9781485102748	Strydom, J (editor)	Juta	4th OR 5th	2011 OR 2015	C	C	C	C	C	C	C	C	C	C
MAR202	Marketing 2	Applied Strategic Marketing ISBN:9781775781271	Jooste, CJ, Strydom, JW, Berndt, A & du Plessis, PJ	Pearson	4th	2012				C	C	C	C	C	C	C
MAR303 / M4	Marketing 3 Marketing Strategy	Contemporary Cases in Southern African Marketing ISBN:9781869285845	Abbratt, R, Klopper, HB & Viljoen, K (Editors)	Van Schaik	2nd	2007				C	C	C	C	C	C	C
MC201 / MC	Marketing Communications 2 Marketing Communications	Advertising, Promotion, and other aspects of Integrated Marketing Communications ISBN:9781408093566	Shimp, TA & Andrews JC	South-Western College / CENGAGE	SA ed	2014				C		C	C	C	C	C
MRT301 / MR	Marketing Research: Theory 3 Marketing Research	Marketing Research ISBN:9780702197666	Wiid, J & Diggins, C	Juta	2nd	2013								C	C	C
OM301	Operations Management 3	Operations Management: Global and Southern African Perspectives ISBN:9781770255630	Pycraft, M, Singh, H, Phihlela, K, Slack, N, Chambers, S & Johnston, R	Pearson	2nd	2010								C		
PM001 / PM	Product Management	Innovation Management and New Product Development ISBN:9780273736561	Trott, P	Prentice Hall	5th	2012				E		E			E	
PRM201	Project Management 2	Project Management: The managerial process ISBN:9781259010705	Larson, E & Gray, C	McGraw Hill	6th	2014						C				
RM001 / RM	Retail Marketing	Retailing Management ISBN:9781259060663	Levy, M Weitz, BA & Grewal, D	McGraw-Hill	9th	2014				E		E			E	
SAM101 / SALM	Sales Management 1 Sales Management	Fundamentals of Selling ISBN:9781259060557	Futrell, CM	McGraw-Hill	13th	2014			C	C						E
SEM001 / SERM	Services Marketing	Services Marketing ISBN:9780273756064	Lovelock, KC & Wirtz, J	Pearson	7th	2011				E		E			E	
SCM101	Supply Chain Management 1	Distribution Management ISBN:9780702197932	Wiid, J	Juta	1st	2013						C				
THM001	Tourism and Hospitality Marketing	Marketing Tourism in South Africa ISBN:9780199044184	George, R	Oxford University Press Southern Africa	5th	2014				E		E				

**Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.**

**Changes during 2015:**

\* Business Law 1 (BL101) / Business Law (BL): Possible edition change