



Prescribed Booklist Semester Two 2017 Undergraduate Marketing Programmes

New 2016 programmes					Pre 2016 programmes				
Pre-Varsity programme	Higher Certificate in Marketing	Diploma in Marketing Management	BCom in Marketing & Man Science	BBA in Marketing Management	Pre-Varsity programme	Higher Certificate in Marketing	Diploma in Marketing Management	BCom in Marketing & Man Science	BBA in Marketing Management

CODE	MODULE	PRESCRIBED TEXT / ISBN	AUTHORS	PUBLISHER	ED	YEAR	Core Modules = C Electives = E														
ENT001	Entrepreneurship	Small Business Management, launching and growing entrepreneurial ventures ISBN:9781133947752	Longenecker, J.G., Petty, J.W., Palich, L.E. & Hoy, F.	South-Western College CENGAGE Learning	17th	2014				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							C	C	C
FM202	Financial Management 2	Corporate Finance: A South African Perspective ISBN:9780195996012	Els G., du Toit E., Erasmus P., Kotzé L., Ngwenya S., Thomas K. & Viviers S.	Oxford University Press	2nd	2014				C	C	C							C	C	C
FBC101	Fundamentals of Business Communication 1	Communicating @ Work ISBN:9780627031786	Grant, T., Borchers, R.	Van Schaik	3rd	2015			C										C		
HRM001 / 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
IAM301	International and Africa Marketing 3	International Marketing ISBN:9780077148157	Ghuri, P.N. & Cateora, P.R.	McGraw-Hill	4th	2014				C		C							C		C
MAR101	Marketing 1	Introduction to Marketing ISBN:9781485102748	Strydom, J. (editor)	Juta	5th	2015	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
MAR202	Marketing 2	Applied Strategic Marketing ISBN:9781775781271	Jooste, C.J., Strydom, J.W., Berndt, A. & du Plessis, P.J.	Pearson	4th	2012				C	C	C							C	C	C
MAR303	Marketing 3	Contemporary Cases in Southern African Marketing ISBN:9780627033285	Abratt, R., Klopper, H.B. & Viljoen, K. (Editors)	Van Schaik	3rd	2015				C	C	C							C	C	C
MC201	Marketing Communications 2	Advertising, Promotion and other aspects of Integrated Marketing Communications ISBN:9781408093566	Shimp, T.A & Andrews, J.C.	South Western College CENGAGE Learning	SA ed	2014				C		C							C		C
MRT201	Marketing Research: Theory 2	The Practice of Market Research ISBN: 9780273773115	McGivern, Y.	Pearson	4th	2013													C		
MRT301	Marketing Research: Theory 3	The Practice of Market Research ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013															C
OM301	Operations Management 3	Operations Management: Global and Southern African Perspectives ISBN:9781775789345	Slack, N., Brandon-Jones, A., Johnston, R., Singh, H., Phihlela, K.	Pearson	3rd	2017						C								C	
PM001	Product Management	Innovation Management and New Product Development ISBN:9781292133423	Trott, P.	Pearson	6th	2016				E		E							E		E
PRM201	Project Management 2	Project Management Techniques ISBN:9780987668301	Burke, R.	Burke Publishing	2nd	2013						C							C		
RM001	Retail Marketing	Retailing Management ISBN:9781259060663	Levy, M. Weitz, B.A. & Grewal, D.	McGraw-Hill	9th	2014				E		E							E		E
SAM101	Sales Management 1	Fundamentals of Selling ISBN:9781259060557	Futrell, C.M.	McGraw-Hill	13th	2014			C	C									C	C	
SEM001	Services Marketing	Services Marketing ISBN:9780273756064	Lovelock, K.C. & Wirtz, J.	Pearson	7th	2011				E		E							E		E
SCM101	Supply Chain Management 1	Supply Chain Management: A Logistics Approach / A South African Approach ISBN:9780199053551	Horn, G. et al.	Oxford University Press	1st	2014						C								C	
SCM202	Supply Chain Management 2	Business Logistics Management: A value chain perspective ISBN:9780190415662	Pienaar, W.J. & Vogt, J.J.	Oxford University Press	5th	2016						C								C	
SCM303	Supply Chain Management 3	Purchasing and Supply Management ISBN:9780627028168	Hugo W.M.J. & Badenhorst-Weiss J.A.	Van Schaik	6th	2011						C								C	
THM001	Tourism and Hospitality Management	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.