IMM GRADUATE SCHOOL OF MARKETING

Prescribed Booklist 2010

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR	Dipl. Marketing	Dipl. Advertising	Dipl. Marketing Research	BBA (Mkt)	BBA (Mkt Comms)	Cert. Sales Management	Cert. Retail Marketing	Cert. Mkt. Comms. ADV.	Cert. Mkt. Comms. PR.
							Core subjects = C; Electives = E								
AM	ADVERTISING MANAGEMENT	Contemporary Advertising	Arens, WF	McGraw-Hill	12th	2009					E			C	
APM	ADVERTISING PRODUCTION MANAGEMENT	Advertising Production Management	Cummings, ICG	Text available from IMM GSM offices	-	-		C			E				
BBM	BUSINESS TO BUSINESS MARKETING	Business Marketing: Connecting Strategy, Relationships and Learning	Dwyer, FR & Tanner, JF	McGraw-Hill	4th	2009				E					
BC	BUSINESS COMMUNICATION	Excellence in Business Communication	Thill, JV & Bovee, CL	Prentice-Hall	8th	2008	C	C	C	C	C		C	C	C
BL	BUSINESS LAW	General Principles of Commercial Law	Havenga, P (Editor)	Juta	6th	2007	C	C	C	C	C	C		C	C
BM	BUSINESS MANAGEMENT	Management Principles: A Contemporary Edition for Africa	Smit, PJ et al	Juta	4th	2007	C	C	C	C	C	C		C	C
CBB	CONSUMER & BUYER BEHAVIOUR	Consumer Behavior	Blackwell RD; Miniard, PW & Engel, JF	South-Western College	10th	2006	C	C	C	C	C		C		
CRE	CREATIVE STRATEGY	Advertising & Promotion: An Integrated Marketing Communication Perspective	Belch, MA & Belch, GE	McGraw-Hill	8th	2009		C						C	
DLM	DISTRIBUTION & LOGISTICS MANAGEMENT	Marketing Channels: A Management View	Rosenbloom, B	South-Western College	7th	2004				C	C				
EC	E-COMMERCE	e-Commerce: A Southern Africa Perspective	Chipp, K & Ismail, Z	New Africa Books	-	2004				E					
ENT	ENTREPRENEURSHIP	Managing Small Business	Longenecker, JG; Moore, CW & Petty, JW	South-Western College CENGAGE	14th	2008				E					
FA	FINANCIAL ACCOUNTING	Finance and Accounting for Non Specialist students	Pizzey, A	Financial Times Prentice Hall		1998				C	C				
FM	FINANCIAL MANAGEMENT	Financial Aspects of Marketing	Schmidt, RA & Wright, H	Palgrave	-	1996	C		C	C	C	C			
HRM	HUMAN RESOURCE MANAGEMENT	Human Resources Management	Nel, PS et al	Oxford University Press Southern Africa	7th	2008				C	C				
M1	PRINCIPLES OF MARKETING	Basic Marketing: A Marketing Strategy Planning Approach	Cannon, JP; Perrault, WD & McCarthy, EJ	McGraw-Hill	17th	2009	C	C	C	C	C	C	C	C	C
M2	PRACTICE OF MARKETING	Applied Strategic Marketing	Du Plessis, JP; Jooste, CJ & Strydom, WJ	Heinemann	3rd	2009	C	C		C	C	C			
M3	INTERNATIONAL MARKETING	International Marketing	Cateora, PR; Gilly, MC & Graham, JL	McGraw-Hill	14th	2009	C			C	C				
M4	MARKETING STRATEGY	Contemporary Cases in Southern African Marketing	Abratt, R; Klopper, HB & Viljoen, K (Editors)	New Africa Books	2nd	2007	C			C	C				
MA	MANAGEMENT ACCOUNTING	Finance and Accounting for Non Specialist students	Pizzey, A	Financial Times Prentice Hall		1998				C	C				
MC	MARKETING COMMUNICATIONS	Integrated Marketing Communications in Advertising and Promotion	Shimp, TA	South-Western College	8th ISE	2010	C	C	C	C	C		C	C	C
MIC& MAC	MICRO ECONOMICS & MACRO ECONOMICS	Economics for South African Students	Mohr, P; Fourie, L & Associates	Van Schaik	4th	2007	C	C	C	C	C			C	C
MRA	MARKETING RESEARCH APPLICATION	Marketing Research	Aaker, D. A., Kumar, V. & Day, G. S.	Wiley	9th	2006			C						
MS	MEDIA STRATEGY	Media Planning: Art or Science?	Muller, G	AMASA- RSA	3rd	2005		C							
PM	PRODUCT MANAGEMENT	Product Management	Lehmann, DR & Winer, RS	McGraw-Hill	4th	2005				E					
PR	PUBLIC RELATIONS	The Handbook for Public Relations	Skinner, JC et al	Oxford University Press Southern Africa	8th	2007					E				C
PS	PROMOTIONAL STRATEGY	Integrated Marketing Communications in Advertising and Promotion	Shimp,TA	South-Western College	8th ISE	2010		C							
RM	RETAIL MARKETING	Retailing Management	Levy, M & Weitz, BA	McGraw-Hill	7th	2009				E			C		
SERM	SERVICES MARKETING	Services Marketing	Lovelock, KC & Wirtz, J	Pearson	6th	2007				E					
STAT	STATISTICAL ANALYSIS	Applied Business Statistics: Methods and Excel-based Applications	Wegner, T	Juta	2nd	2007	C	C	C	C	C			C	C
STRM	STRATEGIC MANAGEMENT	Theory of Strategic Management with Cases **OR** Strategic Management: An Integrated Approach	Hill, CWL & Jones, GR	CENGAGE OR Houghton-Mifflin	8th 8th	2009 2008				C	C				

New Textbook

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MR	MARKETING RESEARCH	Marketing Research	Wiid, J & Diggines, C	Juta	-	2009	C		C	C	C				

New Editions

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SALM	SALES MANAGEMENT	Relationship Selling	Johnston, JM & Marshall, GW	McGraw-Hill	3rd OR 2nd	2010 2008				E	E	C			

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

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