

Prescribed Booklist 2012

Undergraduate Marketing Programmes

As from 2011		Teach -Out	
Higher Certificate in Marketing			
Diploma in Marketing Management			
BBA in Marketing Management			
Certificate in Sales Management			
Certificate in Retail Marketing			
Diploma in Marketing			
BBA in Marketing			

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR	Core Modules = C Electives = E							
AL101	Academic Literacy 1	Academic Literacy	Beekman, L, Dube, C & Underhill, J.	Juta	1st	2011	C							
BMR201	Basic Marketing Research 2	A Guide to Managing Research	Fox, W & Bayat MS	Juta	1st	2007		C						
BM001	Brand Management	Strategic Brand Management. Building, Measuring and Managing brand equity	Keller, KL	Pearson Prentice Hall	3rd	2008		E	E					
BN101	Business Numeracy 1	Basic Mathematics: A Revision Primer for Management Students	Wegner, T	Juta Academic	1st	2007	C							
BN101	Business Numeracy 1	The Penguin Book of Basic Business Calculations	Zidel, D	The Penguin Group (SA) (Pty) Ltd	1st	2010	C							
BBM001 / BBM	Business-to-Business Marketing	Business Marketing: Connecting Strategy, Relationships and Learning	Dwyer, FR & Tanner, JF	McGraw-Hill	4th	2009		E	E					E
BC101 / BC	Business Communication 1 Business Communication	The Communication Handbook: a student guide to effective communication	Clearly et.al.	Juta	2nd	2008		C	C		C	C	C	C
BL101 / BL	Business Law 1 Business Law	General Principles of Commercial Law	Havenga et. al.	Juta	7th	2010		E	C	C			C	C
BM101 / BM	Business Management 1 Business Management	Business Management. A contemporary approach.	Nieuwenhuizen, C & Rossouw, R	Juta	1st	2008	C	C	C	C			C	C
BM202	Business Management 2	Management Principles: A Contemporary Edition for Africa	Smit, PJ et.al.	Juta	5th	2011		C	C					
BM303 / STRM	Business Management 3 Strategic Management	Theory of Strategic Management with Cases	Hill, CWL & Jones, GR	CENGAGE	9th	2010			C					C
BS101 / STAT	Business Statistics 1 Statistical Analysis	Applied Business Statistics: Methods and Excel-based Applications	Wegner, T	Juta	2nd	2007			C				C	C
CBB	Consumer and Buyer Behaviour	Consumer Behavior	Blackwell RD, Miniard, PW & Engel, JF	South-Western College	10th	2006					C	C	C	
DLM	Distribution & Logistics Management	Marketing Channels: A Management View	Rosenbloom, B	South-Western College	7th	2004								C
EC001 / EC	E-Commerce	Managing E-Commerce in Business	Botha, J, Bothma, C & Geldenhuys, P	Juta		2009		E	E					E
ECO101 / MAC	Economics 1 Macroeconomics	Economics for South African Students	Mohr, P, Fourie, L & Associates	Van Schaik	4th	2008	C	C	C				C	C
ECO201 / MIC	Economics 2 Microeconomics	Economics for South African Students	Mohr, P; Fourie, L & Associates	Van Schaik	4th	2008			C				C	C
ENT001 / ENT	Entrepreneurship	Small Business Management: An Entrepreneurial Emphasis	Longenecker, JG, Moore, CW & Perry, JW	South-Western College CENGAGE	15th	2010		E	E					E
FA	Financial Accounting	Finance and Accounting for Non Specialist students	Pizzey, A	Financial Times Prentice Hall		1998								C
FM	Financial Management	Financial Aspects of Marketing	Schmidt, RA & Wright, H	Palgrave	-	1996					C		C	C
FM101	Financial Management 1	Basic Accounting for Non-Accountants	Cloete, M & Marimuthu, F	van Schaik Publishers	1st	2008		C	C					
FM202	Financial Management 2	Financial Management in Southern Africa	Marx, J, de Swardt, C, Beaumont Smith, M & Erasmus, P	Pearson	3rd	2010		C	C				C	
FM303	Financial Management 3	Financial Management in Southern Africa	Marx, J, de Swardt, C, Beaumont Smith, M & Erasmus, P	Pearson	3rd	2010			C					
FBC101	Fundamentals of Business Communication 1	Communicating in Business	Williams, K, Krizan, AC, Logan, J & Merrier, P	South-Western CENGAGE Learning	8th	2008	C							
M3	International Marketing	International Marketing	Cateora, PR, Gilly, MC & Graham, JL	McGraw-Hill	14th	2009							C	C
HRM001 / HRM	Human Resource Management	Human Resources Management	Nel, PS et al	Oxford University Press Southern Africa	8th	2011		E	E					C
MAR101 / M1	Marketing 1 Principles of Marketing	Introduction to Marketing	Strydom, J Editor	Juta	4th	2010	C	C	C	C	C	C	C	C
MAR202 / M2	Marketing 2 Practice of Marketing	Applied Strategic Marketing	Du Plessis, JP, Jooste, CJ & Strydom, WJ	Heinemann	3rd	2009		C	C	C			C	C
MAR303 / M4	Marketing 3 Marketing Strategy	Contemporary Cases in Southern African Marketing	Abbratt, R, Klopper, HB & Viljoen, K (Editors)	Van Schaik	2nd	2007		C	C				C	C
MA	Management Accounting	Finance and Accounting for Non Specialist students	Pizzey, A	Financial Times Prentice Hall		1998								C
MC201 / MC	Marketing Communications 2 Marketing Communications	Integrated Marketing Communications in Advertising and Promotion	Shimp, TA	South-Western College	8th ISE	2010		C	C		C	C	C	C
MRT301 / MR	Marketing Research: Theory 3 Marketing Research	Marketing Research	Wiid, J & Diggins, C	Juta	-	2009			C				C	C
PM001 / PM	Product Management	Product Management	Lehmann, DR & Winer, RS	McGraw-Hill	4th	2005		E	E					E
RM001 / RM	Retail Marketing	Retailing Management	Levy, M & Weitz, BA	McGraw-Hill	8th	2012		E	E		C			E
SAM101 / SALM	Sales Management 1 Sales Management	Relationship Selling	Johnston, JM & Marshall, GW	McGraw-Hill	3rd	2009	C	C	E	C				E
SEM001 / SERM	Services Marketing	Services Marketing	Lovelock, KC & Wirtz, J	Pearson	7th	2011		E	E					E

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SPM001	Sponsorship Management	The Sponsorship Handbook: Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers	Collett, P & Fenton, W	John Wiley & Sons	1st	2011		E	E					
SPM001	Sponsorship Management	Strategic Sport Marketing	Shilbury, D Westerbeek, H Quick, S & Funk, D	Allen & Unwin	3rd	2009		E	E					
THM001	Tourism and Hospitality Marketing	Marketing Tourism in South Africa	Richard G	Southern Africa: Oxford	4th	2012		E	E					

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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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