Prescribed Booklist Semester One 2018 Undergraduate Marketing Programmes

IMM Graduate School

CODE	MODULE	PRESCRIBED TEXT / ISBN	AUTHORS	PUBLISHER	ED	YEAR	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
							Core Modules = C Electives = E									
AFGM301	Africa and Global Marketing 3	International Marketing ISBN:9780077148157	Ghauri, P.N. & Cateora, P.R.	McGraw-Hill	4th	2014			C		C					
AL101	Academic Literacy 1	Academic Literacy ISBN:9781485111795	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	2nd	2016		C	C	C	C		C		C	
ALP101	Academic Literacy and Project 1	Academic Literacy ISBN:9781485111795	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	2nd	2016	C					C				
BMR201	Basic Marketing Research 2	Marketing Research ISBN:9781485112006	Wiid, J. & Diggines, C.	Juta	3rd	2015			C					C		
BM001 / BRM201	Brand Management / Brand Management 2	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9780273779414	Keller, K.L.	Pearson Prentice Hall	4th	2013			E		C			E		E
BN101	Business Numeracy 1	Basic Mathematics: A Revision Primer for Management Students ISBN:9781485113836	Wegner, T.	Juta Academic	2nd revised reprint	2016	C	C				C	C			
BN101	Business Numeracy 1	The Portfolio Book of Basic Business Calculations ISBN:9780143538547	Zidel, D.	Portfolio Penguin	4th	2013	C	C				C	C			
BBM001	Business-to-Business Marketing	Business-to-Business Marketing ISBN:9781485121220	Makhitha, M., Cant, M. & Theron, D.	Juta	1st	2016			E		E			E		E
BC101	Business Communication 1	Communication: A hands-on approach ISBN:9780702197970	Cleary et al.	Juta	2nd	2014	C		C		C	C		C		C
BL101	Business Law 1	General Principles of Commercial Law ISBN:9781485106296	Schulze et al.	Juta	8th	2015			E		E			E	C	C
BM101	Business Management 1	Principles of Business Management ISBN:9780199056514	Strydom, J. Editor	Oxford University Press Southern Africa	3rd	2015	C	C	C	C	C	C	C	C	C	C
BM202	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9781485121251	Smit, P.J. et al.	Juta	6th	2016			C	C	C			C	C	C
BM303	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627027994	Ehlers, T. & Lazenby, K.	van Schaik	3rd	2010				C	C				C	C
BRT201	Business Research: Theory 2	The Practice of Market Research ISBN: 9780273773115	McGivern, Y.	Pearson	4th	2013				C						
BRT301	Business Research: Theory 3	The Practice of Market Research ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013									C	
BS101	Business Statistics 1	Applied Business Statistics: Methods and Excel-based Applications ISBN:9781485111931	Wegner, T.	Juta	4th	2016				C	C				C	C
DLM201	Distribution & Logistics Management 2	Marketing Channels: A Management View ISBN:9780538477604	Rosenbloom, B.	South-Western College	8th	2013									C	
DM001	Digital Marketing	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292077611	Chaffey, D. & Ellis-Chadwick, F.	Pearson	6th	2016			E		E					
DSM001	Destination Marketing	Marketing Tourism in South Africa ISBN:9780199044184	George, R.	Oxford University Press Southern Africa	5th	2014			E		E					
EC001	e-Commerce	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292077611	Chaffey, D. & Ellis-Chadwick, F.	Pearson	6th	2016								E		E
ECOP101	Economic Principles 1	Economics for South African Students ISBN:9780627033421	Mohr, P. et al.	Van Schaik	5th	2015	C	C	C	C	C					
ECO101	Economics 1	Understanding Macroeconomics ISBN:9780627029424	Mohr, P.	Van Schaik	1st	2012						C	C	C	C	C
ECO201	Economics 2	Understanding Microeconomics ISBN:9780627029431	Mohr, P. & Seymore, R.	Van Schaik	1st	2012									C	C

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							Core Modules = C Electives = E									
ENT001	Entrepreneurship	Small Business Management, launching and growing entrepreneurial ventures ISBN:9781473734487	Longenecker, J.G., Petty, J.W., Palich, L.E. Hoy, F., Radipere, S. & Phillips, M.	South-Western College CENGAGE Learning	SA ed.	2017			E		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., Borcherds, 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	Ghauri, 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
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 Collge 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	2017			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:97801990553551	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:9780627035470	Hugo W.M.J. & Badenhorst-Weiss J.A.	Van Schaik	7th	2017				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.