Prescribed Booklist
Semester One 2019
Bachelor of Business Administration (BBA) in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
AL101	Academic Literacy	Academic Literacy ISBN:9781485111795	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	2nd	2016
BM101B	Business Management 1	Principles of Business Management ISBN:9780199056514 OR Principles of Business Management ISBN:9780190723347	Strydom, J. Editor	Oxford University Press Southern Africa	3rd OR 4th	2015 OR 2018
BC101B	Business Communication	Communication: A hands-on approach ISBN:9780702197970	Cleary et al.	Juta	2nd	2014
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN:9781485111931	Wegner, T.	Juta	4th	2016
ECO101 (teach out)	Economics 1	Understanding Macroeconomics ISBN:9780627036330	Mohr, P.	Van Schaik	1st	2012
ECOP101B	Economic Principles	Economics for South African Students ISBN:9780627033421	Mohr, P. et al.	Van Schaik	5th	2015
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	Van Schaik	3rd	2018
MAR101B	Marketing 1	Introduction to Marketing: A southern African perspective ISBN:9780627035999	Cunningham, N.	Van Schaik Publishers	1st	2018
YEAR 2						
BM201B	Brand Management	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9780273779414	Keller, K.L.	Pearson Prentice Hall	4th	2013
BM202B	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9781485121251	Smit, P.J. et al.	Juta	6th	2016
ECO201 (teach out)	Economics 2	Understanding Microeconomics ISBN:9780627036156	Mohr, P. & Seymore, R.	Van Schaik	1st	2012
FM202B	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
IMC201B	Integrated Marketing Communication	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
MAR202B	Marketing 2	Marketing: Concepts and Strategies. ISBN:9781473725126	Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.	Cengage Learning. Hampshire, United Kingdom.	7th	2016
MRT201B	Marketing Research Theory	The Practice of Marketing Research: An Introduction ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013
YEAR 3						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627027994	Ehlers, T. & Lazenby, K.	van Schaik	3rd	2010
BP304B	Business Project	Study guide				
FM303B	Financial Management 3	Study guide				
GM301B	Global Marketing	International Marketing ISBN:9780077148157	Ghauri, P. & Cateora, P.	McGraw Hill Education	4th	2014
MAR303B	Marketing 3	Strategic Marketing ISBN:9781485121237	Wiid, J.A., Cant, M.C., Makhhitha, K.M.	Juta Publishers	2nd	2016
MRP302B	Marketing Research: Project	Study guide				
Electives						
BBM001B	Business-to-Business Marketing	Business-to-Business Marketing ISBN:9781485121220	Makhitha, M., Cant, M. & Theron, D.	Juta	1st	2016
DMA001B	Digital Marketing Applications	Digital Marketing Strategy and Implementation ISBN:9781292077611	Chaffey, D. & Ellis-Chadwick, F.	Pearson Educatation Ltd	6th	2016
RM001B	Retail Marketing	Retailing Management ISBN:9781260084764	Levy, M. Weitz, B.A. & Grewal, D.	McGraw-Hill	10th	2019
SEM001B	Services Marketing	Services Marketing ISBN:9780273756064	Lovelock, K.C. & Wirtz, J.	Pearson	7th	2011

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