

Diploma in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
ADS	Academic Skills Development	Online micro-module				
PBM101D	Principles of Business Management	Principles of Business Management ISBN:9780190723347 eISBN:9780190448448	Strydom, J. Editor	Oxford University Press Southern Africa	4th	2018
PBC101D	Principles of Business Communication	Effective Business Communication in Organisations ISBN: 9780702197826	Fielding, M. & Du Plooy-Cilliers, F.	Juta	4th	2014
PDM101D	Principles of Digital Marketing	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
PFM101D	Principles of Financial Management	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	van Schaik	3rd Revised Edition	2019
PMAR101D	Principles of Marketing	Principles of Marketing ISBN:9780199079407	Boshoff, C.	Oxford University Press Southern Africa	1st	2017
PPM101D	Principles of Project Management	A Guide to Project Management ISBN:9781485117087 (pack)	van der Waldt, G. & Fox, W.	Juta	2nd	2015
YEAR 2						
ABM202D	Applications of Business Management	Management Principles: A Contemporary Edition for Africa eISBN:9781485124825	Smit, P.J. et al.	Juta	6th	2016
ADMM201D	Applications of Digital and Mobile Marketing	Study Guide				
AFM202D	Application of Financial Management	Fundamentals of Finance: A Practical Guide to the World of Finance ISBN:9780639008707	Els, G., van Gaalen, R., Strydom, N. T. & Beekman, E.	LexisNexis	7th	2019
AM202D	Application of Marketing	MKTG11 eISBN:9781337516662	Lamb, C. W., Hair, J. F. and McDaniel, C.	Cengage Learning	11th	2018
BL201D	Business Law	General Principles of Commercial Law ISBN:9781485134930	Schulze et al.	Juta	9th	2019
MC201D	Marketing Communications	Integrated Advertising, Promotion and Marketing Communications ISBN:9781292222691	Clow, K.E. & Baack, D.O.	Pearson	8th (Global edition)	2018
MR201D	Marketing Research	Marketing Research ISBN:9781485112006 OR WebPDF ISBN:9781485115489	Wiid, J. & Diggins, C.	Juta	3rd	2015
YEAR 3						
ENT301DM	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
HRM301D	Human Resource Management	Human Resource Management ISBN:9780190419738	Nel, P.S. and & Werner , A. (eds)	Oxford University Press Southern Africa	10th	2017
MP301D	Marketing Project	Study Guide				
SM303D	Strategic Marketing	Wood's Essential Guide to Marketing Planning ISBN: '9781839614095	Woods (SA Custom Title)	Pearson	1st	2020
Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.						