



Prescribed Booklist Semester Two 2022 Higher Certificate in Marketing

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
AL101C	Academic Literacy	Academic Literacy ISBN: 9781485130055 eISBN: 978148510062	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	3rd	2019
FBC101C	Fundamentals of Business Communication	Effective Business Communication in Organisations ISBN: 9780702197826 eISBN: 9781485104179	Fielding, M. & Du Plooy-Cilliers, F.	Juta	4th	2014
FBN101C	Fundamentals of Business Numeracy	eStudy Guide				
FBM101C	Fundamentals of Business Management	Principles of Business Management ISBN: 9780190723347 eISBN: 9780190448448	Strydom, J. (Ed)	Oxford University Press Southern Africa	4th	2018
FDM101C	Fundamentals of Digital Marketing	eStudy Guide				
FMAR101C	Fundamentals of Marketing	Marketing: An Introduction ISBN: 9781485130352 eISBN: 9781485130369	Cant, M. (Ed)	Juta	3rd	2020
FSCM101C	Fundamentals of Supply Chain Management	eStudy Guide Recommended reading only: Supply Chain Management Demystified ISBN: 9780071805124 eISBN: 9780071805131	McKeller, John M.	McGraw Hill Education	1st	2014

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