

Bachelor of Business Administration in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
ASD	Academic Skills Development	Online Micro-module				
BC101B	Business Communication	The Communication Handbook ISBN: 9781485130901 eISBN: 9781485130918	Cleary, S. (Ed)	Juta	4th	2020
BM101B	Business Management 1	Introduction to Business Management ISBN: 9780190745769 eISBN: 9780190754167	Erasmus, B., Strydom, J. & Rudansky-Kloppers, S.	Oxford University Press Southern Africa	11th	2019
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN: 9781485130499 eISBN: 9781485130505	Wegner, T.	Juta	5th	2020
ECOP101B	Economic Principles	eStudy Guide				
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN: 9780627038907 eISBN: 9780627038914	Cloete, M. & Marimuthu, F.	Van Schaik Publishers	4th	2021
MAR101B	Marketing 1	Introduction to Marketing: A Southern African perspective ISBN: 9780627039102 eISBN: 9780627039119	Cunningham, N.	Van Schaik Publishers	2nd	2022
YEAR 2						
BM201B	Brand Management	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN: 9781292314969 eISBN: 9781292314990	Keller, K.L. and Swaminathan, V.	Pearson Prentice Hall	5th Global edition	2020
BM202B	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN: 9781485131007 eISBN: 9781485131014	Smit, P.J. et al.	Juta	7th	2021
FM202B	Financial Management 2	Corporate Finance: A South African Perspective ISBN: 9780190751906 eISBN: 9780190741327	Alsemgeest, L. et al.	Oxford University Press Southern Africa	3rd	2020
IMC201B	Integrated Marketing Communication	Advertising, Promotion, and other aspects of Integrated Marketing Communications ISBN: 9781337282659 eISBN: 9780357690062	Andrews, J.C. & Shimp, T.A.	Cengage Learning	10th	2018
MAR202B	Marketing 2	Marketing: Concepts and Strategies ISBN: 9781473760271 eISBN: 9781473758735	Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.	Cengage	8th	2019
RT201B	Research Theory	Marketing Research ISBN: 9781485129240 eISBN: 9781485129257	Wiid, J.A. & Diggins, C.N. (Eds)	Juta	4th	2020
YEAR 3						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN: 9780627036811 eISBN: 9780627036828	Ehlers, T. & Lazenby, K.	Van Schaik Publishers	4th	2019
FM303B	Financial Management 3	eStudy Guide				
MAR303B	Marketing 3	Strategic Marketing: Creating Competitive Advantage ISBN: 9780199684090 eISBN: 9780191073182	West, D., Ford, J., Ibrahim, E.	Oxford	3rd	2015
MRP302B	Marketing Research: Project	eStudy Guide				
ELECTIVES						
BBM001B	Business-to-Business Marketing	eStudy Guide				
DMA001B	Digital Marketing Applications	Digital Marketing: Strategy, Implementation and Practice ISBN: 9781292400969 eISBN: 9781292400990	Chaffey, D. & Ellis-Chadwick, F.	Pearson	8th	2022
RM001B	Retail Marketing	eStudy Guide				
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