



Prescribed Booklist Semester One 2023 Higher Certificate in Marketing

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
AL101C	Academic Literacy	eStudy Guide				
FBC101C	Fundamentals of Business Communication	Effective Business Communication in Organisations: Preparing messages that communicate ISBN: 9780702197826 eISBN: 9781485104179	Fielding, M. & Du Plooy-Cilliers, F.	Juta	4th	2014
FBM101C	Fundamentals of Business Management	Principles of Business Management ISBN: 9780190723347 eISBN: 9780190448448	Strydom, J. (Ed)	Oxford University Press Southern Africa	4th	2018
FBN101C	Fundamentals of Business Numeracy	eStudy Guide				
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: a balanced approach ISBN: 9780627039225 eISBN: 9780627039232	Ambe, I.M., Badenhorst-Weiss, J.A., Van Biljon, E.H.B., Cilliers, J.O. (Eds)	Van Schaik	3rd	2022

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