

Prescribed Booklist Semester One 2024 Higher Certificate in Marketing

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
AL101C	Academic Literacy	eStudy Guide				
FBC101C	Fundamentals of Business Communication	eStudy Guide				
FBM101C	Fundamentals of Business Management	Principles of Business Management ISBN: 9780190743307 eISBN: 9780190746490	Strydom, J. (Ed)	Oxford University Press Southern Africa	5th	2022
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				

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

The IMM Graduate School has two textbook suppliers namely:

IMM Books - powered by Wize Books

- www.immbooks.co.za
- enquiries@immbooks.co.za
- 012 362 5885

Mind Matters

- www.mind-matters.co.za
- orders@mind-matters.co.za
- 011 234 9052