

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. & 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 Communications | 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. & Diggines, C.N. (Eds) | Juta | 4th | 2020 |
| YEAR 3 | | | | | | |
| BM303B | Business Management 3 | Strategic Management: Southern African Concepts and Cases ISBN: 9780627040092 eISBN: 9780627040108 | Ehlers, T. & Lazenby, K. | Van Schaik Publishers | 5th | 2023 |
| FM303B | Financial Management 3 | eStudy Guide | | | | |
| MAR303B | Marketing 3 | eStudy Guide | | | | |
| 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 | | | | |
| 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: | | | | | | |
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