



Bachelor of Business Administration (BBA) in Marketing Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 1</b>						
ASD	Academic Skills Development	Online micro-module				
BM101B	Business Management 1	Introduction to Business Management ISBN:9780190745769	Erasmus, B., Strydom, J. & Rudansky-Kloppers, S.	Oxford University Press Southern Africa	11th	2019
BC101B	Business Communication	Effective Business Communication in Organisations ISBN:9780702197826	Fielding, M. & Du Plooy-Cilliers, F.	Juta	4th	2014
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN:9781485130499	Wegner, T.	Juta	5th	2020
ECOP101B	Economic Principles	Study Guide				
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	Van Schaik	3rd Revised Edition	2019
MAR101B	Marketing 1	Introduction to Marketing: A southern African perspective ISBN:9780627035999	Cunningham, N.	Van Schaik Publishers	1st	2018
<b>YEAR 2</b>						
BM201B	Brand Management	Strategic Brand Management: Building Measuring and Managing Brand Equity ISBN:9781292314969	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:9781485121251 eISBN:9781485124825	Smit, P.J. et al.	Juta	6th	2016
FM202B	Financial Management 2	Corporate Finance - A South African Perspective ISBN:9780190751906	Alsemgeest, L et al	Oxford University Press Southern Africa	3rd Edition	2020
IMC201B	Integrated Marketing Communication	Advertising, Promotion and other aspects of Integrated Marketing Communications ISBN:9781408093566	Shimp, T.A & Andrews, J.C.	South Western College CENGAGE Learning	SA ed	2014
MAR202B	Marketing 2	Marketing: Concepts and Strategies ISBN:9781473760271	Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.	Cengage Learning, Hampshire, United Kingdom.	8th	2019
MRT201B	Marketing Research Theory	The Practice of Marketing Research: An Introduction ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013
<b>YEAR 3</b>						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627036811	Ehlers, T. & Lazenby, K.	van Schaik	4th	2019
BP304B	Business Project	Study guide				
FM303B	Financial Management 3	Study guide				
GM301B	Global Marketing	International Marketing ISBN:9781260547870	Cateora, P.R., Meyer, R.B.M.F., Gilly, M.C. and Graham, J.L	McGraw Hill Education	18th	2020
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	Study guide				
<b>Electives</b>						
BBM001B	Business-to-Business Marketing	Study Guide				
DMA001B	Digital Marketing Applications	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
RM001B	Retail Marketing	Retailing Management ISBN:9781260084764	Levy, M. Weitz, B.A. & Grewal, D.	McGraw-Hill	10th	2019
SEM001B	Services Marketing	Essentials of Services Marketing ISBN:9781292089959 eISBN:9781292090061	Wirtz, J. & Lovelock, C.H.	Pearson	3rd	2018
Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.						