



Graduate
School

Prescribed Booklist Semester Two 2026 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 | 2023 |
| FBN101C | Fundamentals of Business Numeracy | eStudy Guide | | | | |
| FDM101C | Fundamentals of Digital Marketing | eStudy Guide | | | | |
| FMAR101C | Fundamentals of Marketing | Marketing: an Introduction ISBN:9781998963904 eISBN:9781998963911 | Cant, M. (Ed) | Juta | 4th | 2025 |
| FSM101C | Fundamentals of Sales Management | eStudy Guide | | | | |

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