



Bachelor of Business Administration (BBA) in Marketing Management

| CODE                                                                                                                                  | MODULE                             | PRESCRIBED TEXT                                                                                          | AUTHORS                                                                            | PUBLISHER                                       | EDITION                 | YEAR |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------|-------------------------|------|
| <b>YEAR 1</b>                                                                                                                         |                                    |                                                                                                          |                                                                                    |                                                 |                         |      |
| AL101                                                                                                                                 | Academic Literacy                  | Academic Literacy<br>ISBN:9781485130055<br>eISBN:978148510062                                            | Beekman, L., Dube, C.,<br>Underhill, J. & Potgieter, H.                            | Juta                                            | 3rd                     | 2019 |
| BM101B                                                                                                                                | Business Management 1              | Principles of Business Management<br>ISBN:9780190723347                                                  | Strydom, J. Editor                                                                 | Oxford University Press<br>Southern Africa      | 4th                     | 2018 |
| BC101B                                                                                                                                | Business Communication             | Effective Business Communication in<br>Organisations<br>ISBN:9780702197826                               | Fielding, M. & Du Plooy-<br>Cilliers, F.                                           | Juta                                            | 4th                     | 2014 |
| BS101B                                                                                                                                | Business Statistics                | Applied Business Statistics: Methods and<br>Excel-based Applications<br>ISBN:9781485111931               | Wegner, T.                                                                         | Juta                                            | 4th                     | 2016 |
| ECOP101B                                                                                                                              | Economic Principles                | Economics for South African Students<br>ISBN:9780627033421                                               | Mohr, P. et al.                                                                    | Van Schaik                                      | 5th                     | 2015 |
| FM101B                                                                                                                                | Financial Management 1             | Basic Accounting for Non-Accountants<br>ISBN:9780627037191                                               | Cloete, M. & Marimuthu, F.                                                         | Van Schaik                                      | 3rd Revised<br>Edition  | 2019 |
| MAR101B                                                                                                                               | Marketing 1                        | Introduction to Marketing: A southern<br>African perspective<br>ISBN:9780627035999                       | Cunningham, N.                                                                     | Van Schaik Publishers                           | 1st                     | 2018 |
| <b>YEAR 2</b>                                                                                                                         |                                    |                                                                                                          |                                                                                    |                                                 |                         |      |
| BM201B                                                                                                                                | Brand Management                   | Strategic Brand Management: Building<br>Measuring and Managing Brand Equity<br>ISBN:9781292314969        | Keller, K.L. and Swaminathan,<br>V.                                                | Pearson Prentice Hall                           | 5th (Global<br>edition) | 2020 |
| BM202B                                                                                                                                | Business Management 2              | Management Principles: A Contemporary<br>Edition for Africa<br>ISBN:9781485121251                        | Smit, P.J. et al.                                                                  | Juta                                            | 6th                     | 2016 |
| FM202B                                                                                                                                | Financial Management 2             | Corporate Finance: A South African<br>Perspective<br>ISBN:9780195996012                                  | Els G., du Toit E., Erasmus P.,<br>Kotzé L., Ngwenya S., Thomas<br>K. & Viviers S. | Oxford University Press                         | 2nd                     | 2014 |
| IMC201B                                                                                                                               | Integrated Marketing Communication | Advertising, Promotion and other aspects<br>of Integrated Marketing Communications<br>ISBN:9781408093566 | Shimp, T.A & Andrews, J.C.                                                         | South Western Collge<br>CENGAGE Learning        | SA ed                   | 2014 |
| MAR202B                                                                                                                               | Marketing 2                        | Marketing: Concepts and Strategies<br>ISBN:9781473760271                                                 | Dibb, S., Simkin, L., Pride,<br>W.M., & Ferrel, O.C.                               | Cengage Learning,<br>Hampshire, United Kingdom. | 8th                     | 2019 |
| MRT201B                                                                                                                               | Marketing Research Theory          | The Practice of Marketing Research: An<br>Introduction<br>ISBN:9780273773115                             | McGivern, Y.                                                                       | Pearson                                         | 4th                     | 2013 |
| <b>YEAR 3</b>                                                                                                                         |                                    |                                                                                                          |                                                                                    |                                                 |                         |      |
| BM303B                                                                                                                                | Business Management 3              | Strategic Management: Southern African<br>Concepts and Cases<br>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<br>ISBN:9780077148157                                                            | Ghuri, P. & Cateora, P.                                                            | McGraw Hill Education                           | 4th                     | 2014 |
| MAR303B                                                                                                                               | Marketing 3                        | Strategic Marketing: Creating Competitive<br>Advantage<br>ISBN:9780199684090                             | West, D., Ford, J., Ibrahim, E.                                                    | Oxford                                          | 3rd                     | 2017 |
| MRP302B                                                                                                                               | Marketing Research: Project        | Study guide                                                                                              |                                                                                    |                                                 |                         |      |
| <b>Electives</b>                                                                                                                      |                                    |                                                                                                          |                                                                                    |                                                 |                         |      |
| BBM001B                                                                                                                               | Business-to-Business Marketing     | Business-to-Business Marketing<br>ISBN:9781485121220                                                     | Makhitha, M., Cant, M. &<br>Theron, D.                                             | Juta                                            | 1st                     | 2016 |
| DMA001B                                                                                                                               | Digital Marketing Applications     | Digital Marketing. Strategy,<br>Implementation and Practice<br>ISBN:9781292241579                        | Chaffey, D. & Ellis-Chadwick, F.                                                   | UK: Pearson                                     | 7th                     | 2019 |
| RM001B                                                                                                                                | Retail Marketing                   | Retailing Management<br>ISBN:9781260084764                                                               | Levy, M. Weitz, B.A. & Grewal,<br>D.                                               | McGraw-Hill                                     | 10th                    | 2019 |
| SEM001B                                                                                                                               | Services Marketing                 | Services Marketing<br>ISBN:9780273756064                                                                 | Lovelock, K.C. &<br>Wirtz, J.                                                      | Pearson                                         | 7th                     | 2011 |
| Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change. |                                    |                                                                                                          |                                                                                    |                                                 |                         |      |