

**Prescribed Booklist  
Semester One 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				

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.

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