



Graduate  
School

# 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				

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