

## Prescribed Booklist Semester One 2020 Higher Certificate in Marketing

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
AL101	Academic Literacy	Academic Literacy ISBN:9781485130055 eISBN:978148510062	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	3rd	2019
FBN101C	Fundamentals of Business Numeracy	Study Guide				
FBM101C	Fundamentals of Business Management	Principles of Business Management ISBN:9780190723347	Strydom, J. Editor	Oxford University Press Southern Africa	4th	2018
FBC101C	Fundamentals of Business Communication	Effective Business Communication in Organisations ISBN:9780702197826	Fielding, M. & Du Plooy- Cilliers, F.	Juta	4th	2014
FDM101C	Fundamentals of Digital Marketing	Study Guide Optional textbook <b>(NOT COMPULSORY):</b> Digital Marketing. Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
FMAR101C	Fundamentals of Marketing	Marketing: An Introduction ISBN:9781485102168	Cant, M. (Ed)	Juta	2nd	2013
FPMR101C	Fundamentals of Project Management	A Guide to Project Management ISBN:9781485117087 (pack)	van der Waldt, G. & Fox, W.	Juta	2nd	2015
FSCM101C	Fundamentals of Supply Chain Management	Supply Chain Management Demystified ISBN:9780071805124 and MHID:007805125	McKeller, John M.	McGrawHill Education	1st	2014
FSM101C	Fundamentals of Sales Management	Personal Selling ISBN:9781485129264	Van Heerden, C.H. & Drotsky, A.	Juta	4th	2018

Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.