



# 2023 Prescribed Textbook List

- To avoid purchasing unnecessary textbooks, please refer to your module choices as per your enrolment agreement/contract.
- Take note of the textbooks that may be utilised across modules, so you don't purchase the same textbook twice.
- Note that textbook prices may differ between bookstores.
- \*Newer editions of textbooks may be purchased.

Faculty:		Commerce and Law			Qualification:		Bachelor of Commerce in Marketing Management		
YEAR 1	Module Name	Module Code	Possible Start Date	Prescribed Textbook Title	Author(s)	Edition*	Publisher	Print ISBN	eBook ISBN
	Induction and Orientation Programme	STOIA1	B00 - n/a T00 - n/a	No Prescribed Textbook	n/a	n/a	n/a	n/a	n/a
	Business English	SSBEA1	B11 - 20 Feb 23 B22 - 08 May 23 B33 - 19 Jul 23 B44 - 03 Oct 23 C11 - 20 Feb 23 S11 - 09 Jan 23 T11 - 20 Feb 23 T22 - 08 May 23 T33 - 19 Jul 23 T44 - 03 Oct 23	No Prescribed Textbook	n/a	n/a	n/a	n/a	n/a
	Business Management 1A	COBMA1	B11 - 20 Feb 23 B22 - 08 May 23 B33 - 19 Jul 23 B44 - 03 Oct 23 C11 - 20 Feb 23 T11 - 20 Feb 23 T22 - 08 May 23	Business Management: Back to Basics.	Engelbrecht .W.van Greunen. C.	1	Juta & Co	9781485130741	9781485130819
	Computer Skills	ITSKA1	B11 - 20 Feb 23 B22 - 08 May 23 B33 - 19 Jul 23 B44 - 03 Oct 23 C11 - 20 Feb 23 S11 - 09 Jan 23 T11 - 20 Feb 23 T22 - 08 May 23 T33 - 19 Jul 23	GO! with Microsoft Office 365. Introductory (freely available on myITLab, part of course)	Gaskin, S., Vargas, A., Geoghan, D., Graviett, N.	2019	Pearson	n/a	n/a
	Economics 1A	COECA1	B22 - 08 May 23 B44 - 03 Oct 23 T22 - 08 May 23 T44 - 03 Oct 23	Economics: Global and Southern African Perspectives	Parkin	3	Pearson	9781485709176	9781485716808
	Internet Marketing	COIMA1	B11 - 20 Feb 23 B22 - 08 May 23 T22 - 08 May 23	eMarketing The Essential Guide to Marketing In A Digital World	Stokes	6	The Red & Yellow Creative School of Business	9780620780582	n/a
	Marketing 1	COMKA1	B22 - 08 May 23 B33 - 19 Jul 23 B44 - 03 Oct 23 T22 - 08 May 23 T33 - 19 Jul 23	Principles of Marketing: Global and Southern African Perspective	Kotler and Armstrong	2	Pearson	9781775789499	9781928226529
	Business Management 1B	COBMB1	B11 - 20 Feb 23 B33 - 19 Jul 23 S11 - 09 Jan 23 T22 - 08 May 23 T33 - 19 Jul 23	Business Management: Back to Basics.	Engelbrecht .W.van Greunen. C.	1	Juta & Co	9781485130741	9781485130819
	Quantitative Techniques	COQTA1	T44 - 03 Oct 23 T33 - 19 Jul 23 B44 - 03 Oct 23 B33 - 19 Jul 23	Applied Business Statistics Methods and Excelbased Applications	Wegner	5	Juta & Co	9781485130499	9781485136505
	Consumer Behaviour	COCBA1	B44 - 03 Oct 23 T44 - 03 Oct 23	CONSUMER BEHAVIOUR: Global and Southern African Perspectives Consumer Behaviour: South African Psychology and Marketing Application	Erasmus & Mpinganjira	2	Oxford University Press	9780190412425	9780199079414
	Economics 1B	COECB1	B22 - 08 May 23 B44 - 03 Oct 23 S11 - 09 Jan 23 T22 - 08 May 23 T44 - 03 Oct 23	Economics: Global and Southern African Perspectives	Michael Parkin	3	Pearson	9781485709176	9781485716808
	Introduction to Financial Accounting	COIAA1	B44 - 03 Oct 23 T44 - 03 Oct 23	AQS Accounting questions for students	Cornelius & Weyers	3	Lexis Nexis	9780639004006	9780639004013
<a href="https://www.vanschaik.com/educationalinstitutions/">Van Schaik Bookstore</a> <a href="https://www.vanschaik.com/educationalinstitutions/">https://www.vanschaik.com/educationalinstitutions/</a> <a href="https://www.vanschaik.com/educationalinstitutions/">ONLINE ENQUIRIES</a> On-line Order Queries: +27 (0)12 366 5400 Email: <a href="mailto:vsorders@vanschaik.com">vsorders@vanschaik.com</a>					<a href="#">Eduvos Book Portal - powered 100% by Wize Books</a> <a href="http://www.eduvos.wizebooks.co.za">www.eduvos.wizebooks.co.za</a> <a href="mailto:enquiries@wizebooks.co.za">enquiries@wizebooks.co.za</a> 012 362 5885				

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