**Bachelor of Arts in Marketing Communication**

|  |  |
| --- | --- |
| **MODULES YEAR 1** | **PRESCRIBED & RECOMMENDED TEXTBOOKS** |
| **Business Communication 511 & 512** | **Prescribed Textbook:** Pearson,J. Et al.(2021) Human Communication 7th Ed.United States: McGraw-Hill. ISBN:9781260822878  .  **Recommended Reading:** Newman, A. (2022). Business Communication and Character.11th Ed. United Kingdom: Cengage Learning. ISBN: 9780357718131  Adler, R.et al.(2019). Communicating at Work: Strategies for Success in Business and the Profession.12th Ed. United States: McGraw-Hill. ISBN:9781260411997 |
| **Marketing Management 511 & 512** | **Prescribed Textbook:** Kotler, P.T and Armstrong, G. (2020). Principles of Marketing.18th Ed. USA: Pearson. ISBN:9781292341132  Recommended Reading: Cant, M.C.et. (2021). Marketing Management: A South African Perspective.4th Ed. South Africa: Juta and Co. ISBN:9781485130987 |
| **Marketing Research 511 & 512** | Prescribed Textbook: Wiid, J. (2020). Marketing Research .4th Ed. South Africa: Juta Publishers. ISBN: 9781485129240  **Recommended Reading:** "Akandwanaho, S.(2021).Research Methodology. South Africa: Wizebooks. ISBN: 9780620926232  Bryman, A. (2018). Business Research Methods .5th Ed. South Africa: Oxford University Press" |
| **Business Management 511 & 512** | Prescribed Textbook: Erasmus, B. J. (2019). Introduction to Business Management. 11th Ed. South Africa. USA: Oxford University Press. ISBN:9780190745769  **Recommended Reading:**  **Strydom, J. (2023). Principles of Business Management. 5th Ed. Cape Town: Oxford University Press. ISBN: 9780190743307** |
| **Information Systems 511 & 512** | Prescribed Textbook 511:  Rainer, R.K and Prince, B.(2021). Introduction to Information Systems.9th Ed.United States: John Wiley & Sons. ISBN:ISBN: 9781119796992  **Recommended Reading**:  Baltzan,P and Phillips,A.(2019).Business Driven Information Systems 6th Ed. United Kingdom:Mcgraw-Hill.ISBN:9781260092929  Vermaat, M.E.et al. (2017).Discovering Computers Enhanced Edition: Tools, Apps, Devices, and the Impact of Technology. United Kingdom: Cengage Learning. ISBN:9781305657458  **Prescribed Reading 512:**  Chavez, C. and Faulkner A.(2022). Adobe Photoshop Classroom in a Book. United States:Pearson Education. ISBN:9780137621101  Anton, K and DeJarld,T.(2021).Adobe InDesign Classroom in a Book.United States:Adobe Press.ISBN:9780137622962  **Wood, B. (2023). Adobe Illustrator Classroom in a book. United States:Adobe Press. ISBN: 9780137967179**  Fridsma, L & Gyncild, B. (2019). Adobe Acrobat DC Classroom in a Book. United States:Adobe Press.ISBN:9780135495643  **Recommended Reading 512:**  Clayton, D. (2019). How Do I Do That in InDesign?.United States: Rocky Nook. ISBN:9781681984841  DeJarld, T & Kelly, A. (2021). Adobe InDesign Classroom in a Book. United States:Adobe Press.ISBN:9780136870289  Bozeman, J. (2021). Adobe InDesign CC User Guide.United States:Adobe Press. ISBN: 9798474018263 |
| **Presentation and Writing Skills 500** | Prescribed Textbook: Matthews, J. (2020). How to Write a 5-Paragraph Essay Step-by-Step: Step-by-Step Study Skills. United States: Happy Frog Writing Resources.ISBN:9798616957269  **Recommended Reading:** "Shaw, G. (2020). Public Speaking Principles: The Success Guide for Beginners to Efficient Communication & Presentation Skills. How to Rapidly Lose Fear & Excite Your Audience as a Confident Speaker Without Anxiety. United States: Communication Excellence.ISBN:9781647800444  Theobald, T. (2019). Develop Your Presentation Skills: How to Inspire and Inform with Clarity and Confidence.4th Ed. United States: Kogan Page. ISBN:9780749486358" |
| **Fundamentals of Accounting 500** | Prescribed Textbook: Arendse, R and Muriro,E. (2019). Fundamental Accounting.8th ed. South Africa: Juta Publishers. ISBN:9781485129530  **Recommended Reading:** "Scott, D. (2020).About Financial Accounting Volume 1. 8th Ed. South Africa: LexisNexis Publishers. ISBN:9780639008646  Scott, D. (2020).About Financial Accounting Volume 2. 8th Ed. South Africa: LexisNexis Publishers. ISBN:9780639008660" |
| **YEAR 2** |  |
| **Marketing Management 621& 622** | Prescribed Textbook: Wiid, J. (2020). Strategic Marketing .3rd Ed. South Africa: Juta and Company. ISBN:9781485130826  Recommended Reading: Chernev, A.(2019).Strategic Marketing Management: The Framework. 10th Ed. United States: Cerebellum Press. ISBN:9781936572595 |
| **Marketing Communication 621 & 622** | Prescribed Textbook: Van Heerden, N., Mulder, D and Sephapho, C.M.(2019). Integrated Marketing Communication. 4th Ed. South Africa: Van Schaik Publishers. ISBN: 9780627033339  **Recommended Reading:** "Koekemoer, L. (2019). Marketing Communication: An Integrated Approach. 2nd Ed. South Africa: Juta. ISBN:9781485130376  Belch, M.E. (2020).Advertising And Promotion: Integrated Marketing Communications Perspective.12th Ed. United States: Mcgraw-Hill.ISBN:9781260570991" |
| **Consumer Behaviour 621 & 622** | Prescribed Textbook: Erasmus, A.et al. (2019). Consumer Behaviour: South African Psychology and Marketing Applications. 2nd Ed. South Africa: Oxford University Press. ISBN:9780190412425  **Recommended Reading:**  Roberts-Lombard, M. and Parumasur, S.B. 2021. Consumer Behaviour. 4th Ed. South Africa: Juta. ISBN: 9781485132219  Hoyer, W. et al.(2018). Consumer Behavior.7th Ed. United States: Cengage Learning. ISBN:9781305507272  Schiffman, L.G. and Kanuk, L.L. (2019). Consumer Behaviour. 12th Global Ed. United Kingdom: Pearson. ISBN:9781292269245" |
| **Digital Marketing 621 & 622** | Prescribed Textbook: Waite, K and Vega, R. P. (2018). Essentials of Digital Marketing. United States: Goodfellow Publisher. ISBN 9781911396024  **Recommended Reading:**  Sharma, K. and Aggarwal, S.(2022). Digital Marketing Outreach: The Future of Marketing Practices. India:Routledge.ISBN:9780367137502  Das, S.(2021). Search Engine Optimization and Marketing: A recipe for success in digital marketing. United Kingdom:Chapman & Hall.ISBN 9780367278786 |
| **Business Ethics 621 & 622** | Prescribed Textbook:  Jeffrey Moriarty. (2021). Business Ethics: A Contemporary Introduction. United Kingdom:Routledge. **ISBN: 9781138498129**  **Recommended Reading:**  Rossouw, D. (2018). Business Ethics. 6th Ed. South Africa: Oxford University Press. ISBN:9780190721466  Murphy, P.E. (2017). Ethics in Marketing: International cases and perspectives.2nd Ed.United States: Routledge. ISBN:9781138648098 |
| **Statistics for Marketers 600** | Prescribed Textbook: Wegner, T. (2020). Applied Business Statistics: Methods & Excel-Based Applications. 5th Ed. South Africa: Juta & Company. ISBN:9781485130499  **Recommended Reading:** Doane, D.P and Seward,L.P.(2018).Applied Statistics Business Economics.6th International Ed.United Kingdom: Mc Graw- Hill Education. ISBN: 9781260092523 |
| **Advertising Production 600** | Prescribed Textbook: Altstiel, T. et al. (2022). Advertising Creative: Strategy, Copy and Design. 6th Ed. United States: SAGE Publications Inc. ISBN: 9781071846650  **Recommended Reading:** Belch, G.E and Belch, M.E.(2021).Advertising And Promotion: Integrated Marketing Communications Perspective.12th Ed. United States: Mcgraw-Hill. ISBN:9781260570991 |
| **YEAR 3** |  |
| **Marketing and Advertising Planning Process 731 & 732** | Prescribed Textbook:  Sharma, S & Singh, R (2021).Advertising Planning and Implementation 3rd Ed. New Dehli: PHI Learning Private Limited **(3rd Revised edition: 9788195161171)**  **Recommended Reading:** Solomon, R.M.et al. (2019). Marketing: Real People, Real Choices, Global Edition. 9th Ed. United Kingdom: Pearson Education. ISBN:9780135199893 |
| **Campaign Activations 731 & 732** | Prescribed Textbook: Belch, G.E and Belch, M.E.(2021).Advertising And Promotion: Integrated Marketing Communications Perspective.12th Ed. United States: Mcgraw-Hill. ISBN:9781260570991  **Recommended Reading:**  Barry, P. 2018. The Advertising Concept book. 3rd ed. London: Thames & Hudson.  Douglas, D. (2016). Creative Strategy and the Business of Design. ed. United States: How Books. ISBN:978-1-4403-4155-7.  Godin, S. (2018). This is Marketing: You Can’t Be Seen Until You Learn to See. Portfolio. ISBN: 9780525540830  Appelbaum, U. (2022). The Brand Positioning Workbook: A simple how-to guide to more compelling brand positioning, faster.   Jimenez, G. (2022). The future of Web 3.0 In Gaming sector. ISBN: B09WYRZH8G  Koranda, D., Sheehan, KB., et al.,(2021). Advertising Campaigns Workbook. 2nd ed.   Quesenberry, KA. & Coolsen, MK. (2023). Brand storytelling: Integrated Marketing Communication for the Digital Media Landscape. ISBN: 978-1538176375  Sheehan, KB. & Robertson, C. (2019). Hitting the sweet spot again. How consumer insights can inspire better marketing and advertising.   Sullivan, L. (2022). Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads. 6th Ed. New Jersey: John Wiley & Sons. ISBN:9781119819691 |
| **Digital Marketing 731 & 732** | Prescribed Textbook:  Chaffy, D. & Smith, P.R. (2022).Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing .6th Ed. New York: Routledge. ISBN:9780367444754  **Recommended Reading:** Das, S.(2021). Search Engine Optimization and Marketing: A recipe for success in digital marketing. United Kingdom:Chapman & Hall.ISBN 9780367278786 Pritchard,M and Sitto, K. (2018). Connect: Writing for Online Audiences. South Africa: Juta Publishers. ISBN:9781485125525 |
| **Brand Management 700** | Prescribed Textbook: Keller, K.L and Swaminathan,V.(2020).Strategic Brand Management: Building, Measuring, and Managing Brand Equity.5th Ed. United Kingdom: Pearson. ISBN:9781292314969  **Recommended Reading:** Rosenbaum-Elliott , R., Percy, L and Pervan,S.(2018). Strategic Brand Management. 4th Ed. United Kingdom: Oxford University Press. ISBN: 9780198797807 |
| **International Marketing 700** | Prescribed Textbook: "Keegan, J.W and Green, M.C. (2020). Global Marketing.10th Global Ed. United States: Pearson Education.  ISBN:9780134899756"  **Recommended Reading:** Solomon, R.M.et al. (2019). Marketing: Real People, Real Choices, Global Edition. 9th Ed. United Kingdom: Pearson Education. ISBN:9780135199893  Simkin,L.et al.(2019). Marketing Concepts and Strategies. 8th Ed. United States:Cengage Learning. ISBN:9781473760271 |
| **Media Management 700** | Prescribed Textbook: Anon. (2017). The Nuts ‘n Bolts of Media Planning: A comprehensive industry guide. South Africa: AMASA. ISBN:9780620506809  **Recommended Reading:** "Straubhaar,T., Larose,R and Davenport,L.(2018).Media Now : Understanding Media, Culture, and Technology.10th Ed. United States: Cengage Learning. ISBN:9781305950849  Turow, J. (2020). Media Today. Mass Communication in a Converging World.7th Ed. United States: Routledge. ISBN:9781138593848" |
| **Work Integrated Learning (WIL) 700** |  |