**Diploma in Marketing Communication**

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| **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:** Adler, R.et al.(2019). Communicating at Work: Strategies for Success in Business and the Profession.12th Ed. United States: McGraw-Hill. ISBN:9781260411997.Newman, A. (2022). Business Communication and Character.11th Ed. United Kingdom: Cengage Learning. ISBN: 9780357718131 |
| **Marketing Management 511 & 512** | **Prescribed Textbook:** Kotler, P.T and Armstrong, G. (2020). Principles of Marketing.18th Ed. USA: Pearson. ISBN:9781292341132Recommended Reading: Cant, M.C.et. (2021). Marketing Management: A South African Perspective.4th Ed. South Africa: Juta and Co. ISBN:9781485130987 |
| **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:9781260092929Vermaat, 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:9780137621101Anton, 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 |
| **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**  |
| **Popular Culture & Ethics 511 & 512** | Prescribed Textbook: Storey, J.(2021). Cultural Theory and Popular Culture: An Introduction.9th Ed. London: Routledge. ISBN:9780367820602Recommended Reading: "Danesi, M. (2019). Popular Culture: Introductory perspectives. 4th Ed. United Kingdom: Rowland & Littlefield.ISBN:9781538107430Rossouw, D. (2018). Business Ethics. 6th Ed. South Africa: Oxford University Press. ISBN:9780190721466" |
| **Academic Literacy 500** | Prescribed Textbook: Beekman, L. et al. (2019). Academic Literacy. 3rd Ed. South Africa: Juta and Company. ISBN:9781485130055**Recommended Reading:** Pritchard, M and Sitto, K. (2018). Connect: Writing for Online Audiences. South Africa: Juta Publishers. ISBN:9781485125525  |
| **Basic Numeracy for Marketers 500** | Prescribed Textbook: Wegner, T. (2020). Applied Business Statistics: Methods & Excel-Based Applications. 5th Ed. South Africa: Juta & Company. ISBN:9781485130499**Recommended Reading:** Arendse,R and Muriro,E. (2019). Fundamental Accounting.8th ed. South Africa: Juta Publishers. ISBN:9781485129530 |
| **YEAR 2** |  |
| **Marketing Management 621& 622** | Prescribed Textbook: Wiid, J. (2020). Strategic Marketing .3rd Ed. South Africa: Juta and Company. ISBN:9781485130826Recommended Reading: Chernev, A.(2019).Strategic Marketing Management: The Framework. 10th Ed. United States: Cerebellum Press. ISBN:9781936572595 |
| **Business Management 621 & 622** | Prescribed Textbook: Smit, P. (2021). Management Principles: A Contemporary Edition for Africa .7th Ed. South Africa: Juta and Company. ISBN:9781485131014Recommended Reading: Van Aardt, C.et al. (2019). Entrepreneurship and New Venture Management. 6th Ed. South Africa: Oxford University Press.ISBN:9780190722494  |
| **Digital Marketing 621 & 622** | Prescribed Textbook: 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:9780367137502Das, S.(2021). Search Engine Optimization and Marketing: A recipe for success in digital marketing. United Kingdom:Chapman & Hall.ISBN 9780367278786 Waite, K and Vega, R. P. (2018). Essentials of Digital Marketing. United States: Goodfellow Publisher. ISBN 9781911396024 |
| **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. 2020. Consumer Behaviour. 5th Ed. South Africa: Juta. ISBN: **9781485132219**  Hoyer, W. et al.(2018). Consumer Behavior.7th Ed. United States: Cengage Learning. ISBN:9781305507272Schiffman, L.G. and Kanuk, L.L. (2019). Consumer Behaviour. 12th Global Ed. United Kingdom: Pearson. ISBN:9781292269245 |
| **Marketing Research 621 & 622** | Prescribed Textbook:Wiid, J. (2020). Marketing Research .4th Ed. South Africa: Juta Publishers. ISBN: 9781485129240Recommended Reading: "Akandwanaho, S.(2021).Research Methodology. South Africa: Wizebooks. ISBN: 9780620926232Bryman, A. (2018). Business Research Methods .5th Ed. South Africa: Oxford University Press" |
| **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 is 9780627033322****Recommended Reading:** "Koekemoer, L. (2019). Marketing Communication: An Integrated Approach. 2nd Ed. South Africa: Juta. ISBN:9781485130376Belch, M.E. (2020).Advertising And Promotion: Integrated Marketing Communications Perspective.12th Ed. United States: Mcgraw-Hill.ISBN:9781260570991" |
| **YEAR 3** |  |
| **Marketing Management 631 & 632** | Prescribed Textbook: Kotler, P.et al.(2016). Framework for Marketing Management.6th Ed. United Kingdom: Pearson. ISBN:9780133871319**Recommended Reading:** Solomon, R.M.et al. (2019). Marketing: Real People, Real Choices, Global Edition. 9th Ed. United Kingdom: Pearson Education. ISBN:9780135199893 |
| **Digital Marketing 631 & 632** | Prescribed Textbook: Chaffy, D. & Smith, P.R. (2017).Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing .5th Ed. New York: Routledge. ISBN:9781138191709**Recommended Reading:** "Bain, D. 2017. Digital Marketing in 2017. 1st Ed. United States: CreateSpace. ISBN: 9781540729996Pritchard, M and Sitto, K. (2018). Connect: Writing for Online Audiences. South Africa: Juta Publishers. ISBN:9781485125525Waite, K and Vega, R. P. (2018). Essentials of Digital Marketing. United States: Goodfellow Publisher. ISBN 9781911396024" |
| **Brand Management 631 & 632** | 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 |
| **Account Management 631 & 632** | Prescribed Reading: Ritchie, S. (2018). How to Wrestle an Octopus: An Agency Account Manager's Guide to Pretty Much Everything. New Zealand: Am-Insider. ISBN:9780473427733Recommended Reading : Nelson, J. D. (2022) The Client Retention Handbook for Digital Marketing Agencies: How to keep clients on Board Long-Term and Reduce Churn. ISBN- ‏ 979-8844021701 |
| **Media Planning & Buying 600** | 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:9781305950849Turow, J. (2020). Media Today. Mass Communication in a Converging World.7th Ed. United States: Routledge. ISBN:9781138593848" |
| **Work Integrated Learning (WIL) 700** |  |