**Higher Certificate 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:** 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 |
| **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 511:**  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 Textbook 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 |
| **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. (2018). 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:9780367820602  Recommended Reading: "Danesi, M. (2019). Popular Culture: Introductory perspectives. 4th Ed. United Kingdom: Rowland & Littlefield.ISBN:9781538107430  Rossouw, 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 |