

2018 PRESCRIBED BOOK LISTS WITH * ESTIMATED PRICES

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Version
2.0
June 2018

All prescribed books for modules offered in 2019 is under review, please consult the 2019 book list when available
(No New Intake)

Faculty:		Humanities								
Department:		Communication								
Qualification name:		Bachelor of Arts in Public Relations								
YEAR 1										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Communication Science 1	ACCS102	Year	An Introduction to Communication Studies for Southern African Students	Steinberg	2	Juta & Co	9781485102717	R 518.00	978148510766	R 518.00
Linguistics 1	SSEL102	Year	A Concise Introduction to Linguistics (latest edition)	Rowe	Global Newest	Jonathan Ball	9780133811216	R 695.00	No eBook	n/a
Media Theory 1	ACMT102	Year	Media Studies Vol. 1	Fourie	2	Juta & Co	9780702176920	R 515.00	9780702196744	R 515.00
Journalism Writing 1	ACIW102	Year	Dynamics of Public Relations and Journalism: A Practical guide for Media Studies	Clear	4	Juta & Co	9781485102878	R 421.00	9781485104803	R 421.00
Public Relations 1	ACPR101	Year	Handbook of Public Relations	Skinner	11	Oxford University Press	9780190412012	R 469.00	No eBook	n/a
Computer Skills	ITSK110	1	MyLab IT with eText	Gaskin		Pearson UK	Direct Purchase	TBC	No eBook	n/a
Marketing 1	COMK111	1	Principles of Marketing : Global and Southern African Perspectives, 2/E	Kotler	2	Pearson SA	9781775789499	R 790.50	9781928226505	R 723.00
Internet Marketing	COIM121	2	e-Marketing in the South African context	Bothma	1	Juta & Co	9781485102229	R 592.50	9781485114789	R 653.00
<i>Plus 1 full year elective module OR 2 semester modules as listed below</i>										
Introduction to Business Management	COIB111	1	Business Management - Fresh Perspectives (Custom for PIHE)	MJ Pienaar and S Subramoney	CU	Pearson SA	eBook only	n/a	9781775787655	R 504.00
Consumer Behaviour	COCB121	2	Consumer behaviour: South African Psychology and Marketing Applications	Mpinganjira	1	Oxford University Press	9780195999327	R 618.50	No eBook	n/a
Broadcast Journalism 1	ACBJ102	Year	Video Basics 8th edition	Zetl	8	Cengage Learning	9781305950863	R 823.00	No eBook	n/a
YEAR 1 TOTAL ESTIMATED PRICE: R										
YEAR 2										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Communication Science 2	ACCS202	Year	Integrated Organisational Communications	Angelopulo	2	Juta & Co	9780702189845	R 697.00	9780702196737	R 697.00
Linguistics 2	SSEL202	Year	The Routledge Handbook of Discourse Analysis	Gee	Latest	Jonathan Ball	9780415709781	R 510.50	No eBook	n/a
			Compilation of e-chapters from various e-textbooks will be posted on myLMS	Multiple authors			9781472512055	R 289.95	No eBook	n/a
Journalism Writing 2	ACJW201	Year	Journalism: Who, What, When, Where, Why, And How, 1/E	Stovall	1	Pearson US	9780205372041	R 3 078.95	No eBook	n/a
Media Theory 2	ACMT202	Year	Media Studies Vol. 2	Fourie	2	Juta & Co	9780702176753	R 543.00	9780702189487	R 543.00
Public Relations 2	ACPR202	Year	Same as ACPR101							
Marketing 2A	COMK211	1	Marketing Management, Global Edition, 15/E	Kotler	15	Pearson UK	9781292092621	R 790.50	9781292092713	R 712.00
Marketing 2B	COMK221	2	Same as COMK221							
Media Law	LWML221	2	A practical guide to Media Law	Milo & Stein	1	LexisNexis	9780409022315	R 893.50	No eBook	n/a
<i>Choose 1 elective module listed below</i>										
Broadcast Journalism	ACBJ202	Year	Same as ACBJ102							
New Media	ACNM101	Year	Media Studies Vol. 4	Fourie	1	Jonathan Ball	9781485115793	R 550.00	9781485115793	R 550.00
YEAR 2 TOTAL ESTIMATED PRICE: R										
YEAR 3										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Communication Science 3	ACCS302	Year	Corporate Communication Strategy 1/E	Steyn	1	Pearson SA	.9781868539314	R 660.50	No eBook	n/a
			Development and Public Health Communication	Tomaselli	1	Pearson SA	9780796231765	R 399.95	TBC	TBC
Public Relations 3	ACPR300	Year	Cutlip & Center's Effective Public Relations: International Edition, 11/E	Broom	11	Pearson UK	9780273768395	R 875.50	9780273775775	R 800.00
Web page Design and DTP	ACWP300	Year	No textbook							
Business Ethics	COBE311	1	Business Ethics	Rossouw	6	Oxford University Press	9780199048113	R 580.00	9780199075409	R 573.00
Public Relations Internship	ACIJ320	2	No textbook							
<i>Choose 1 of the two groups</i>										
Media Theory 3	ACMT302	Year	Media Studies Vol. 3	Fourie	2	Juta & Co	9780702177668	R 603.50	9780702189524	R 603.50
Product and Promotion Management	COPP311	1	Product Strategy and Management, 2/E	Baker	2	Pearson UK	9780273694502	R 755.50	No eBook	n/a
Strategic Marketing	COSM321	2	Strategic Marketing	Wiid	1	Juta	9781485102137	TBC	No eBook	n/a
<i>Plus 1 full year elective module OR 2 semester modules as listed below</i>										
Broadcast Journalism 3	ACBJ300	Year	Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films	Bernard	4	Jonathan Ball	9780240808758	R 410.00	No eBook	n/a
Linguistics 3	SSEL302	Year	The Routledge Handbook of Discourse Analysis	Gee	Latest	Jonathan Ball	9780415709781	R 510.50	No eBook	n/a
Journalism Writing 3	ACJW301	Year	Feature and magazine writing: Action angle and anecdotes	Sumner	3	Wiley & Sons	9781118305133	R 1 165.95	No eBook	n/a
Research Methodology	CORM211	1	Doing Social Research: A Global Context	Wagner	1	McGraw-Hill	9780077126407	R 962.50	9780077152512	R 872.00
Advertising and Sales Promotion	COAS221	2	Integrated Advertising, Promotion, and Marketing Communications, Global Edition, 7/E	Clow	7	Pearson UK	9781292093635	R 596.95	No eBook	n/a
YEAR 3 TOTAL ESTIMATED PRICE: R										