

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

Faculty:		Commerce and Law								
Qualification name:		Bachelor of Commerce Marketing Management								
YEAR 1										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Business English	SSBE111	1	No textbook							
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
Business Management 1A	COBM111	1	Business Management - Fresh Perspectives (Custom for PIHE)	Various (Compiled text)	CU	Pearson SA	eBook only	n/a	9781775787655	R 504.00
Computer Skills	ITSK110	1	MyLab IT with eText	Gaskin		Pearson UK	Direct Purchase	TBC	No eBook	n/a
Quantitative Techniques	COQT111	1	Applied Business Statistics Methods and Excel-based Applications	Wegner	4	Juta & Co	9781485111931	R 240.00	9781485115427	R 525.00
Economics 1A	COEC111	1	Economics: Global and Southern African Perspectives, 2/E	Parkin	2	Pearson SA	9781775785026	R 567.95	9781775788690	R 610.00
Business Management 1B	COBM121	2	Same as COBM111							
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
Economics 1B	COEC121	2	Same as COEC111							
Internet Marketing	COIM121	2	e-Marketing in the South African context	Bothma	1	Juta & Co	9781485102229	R 592.50	9781485114789	R 653.00
Introduction to Financial Accounting	COIF111	2	AQS Questions for students (COFA111; COIF111)	Cornelius & Weyers	2018	Lexis Nexis	9780409128611	TBC	9780409126532	TBC
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
Business Law	LWBL111	1	Business Law	Nagel	5	LexisNexis	9780409123906	R 1 012.95	9780409123913 EB	R 1 088.00
Business Management 2A	COBM211	1	Entrepreneurship 5/E GE	Barringer	5	Pearson UK	9781292095370	R 567.00	9781292095387	TBC
Economics 2A	COEC211	1	Microeconomics 9/E GE	Pindyck	9	Pearson UK	9781292081977	R 929.00	9781292081984	TBC
Marketing 2A	COMK211	1	Marketing Management, Global Edition, 15/E	Kotler	15	Pearson UK	9781292092621	R 790.50	9781292092713	R 712.00
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	9781292093642	TBC
Business Management 2B	COBM221	2	Fundamentals of Management 10/E GE	Robbins	10	Pearson UK	9781292146942	R 504.00	9781292146959	TBC
Economics 2B	COEC221	2	Macroeconomics 7/E GE	Blanchard	7	Pearson UK	9781292160504	R 591.50	9781292160566	TBC
Marketing 2B	COMK221	2	Same as COMK211							
Marketing Research	COMR221	2	Marketing Research 1/E	Berndt	1	Pearson SA	9781770259812	R 818.95	9781775956358	R 605.00
Project Management	COPM221	2	Project Management: Achieving Competitive Advantage, Global Edition, 4/E	Pinto	4	Pearson UK	9781292094793	R 762.50	No eBook	n/a
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
Business Management 3A	COBM311	1	Strategic Manage: Conc & Cases 16/E GE	David	16	Pearson UK	local bundle 9781776102631	R 467.00	No eBook	n/a
Marketing of Services	COMS311	1	Services Marketing	Wilson	3	McGraw-Hill	9780077169312	R 705.95	No eBook	n/a
Product and Promotion	COPP311	1	Product Strategy and Management, 2/E	Baker	2	Pearson UK	9780273694502	R 755.50	9781408250273	TBC
Retail Marketing	COMR311	1	Retail Marketing Management, 2/E	Gilbert	2	Pearson UK	9780273655114	R 790.50	No eBook	n/a
Research Project	CORP300	Year	Research at Grass Roots: For the social sciences and human service professions	De Vos	Latest	Van Schaik Publishers	9780627027727	R 495.50	9780627032684	R 478.00
Work Integrated Learning	COIS300	Year	No textbook							
Business Management 3B	COBM321	2	Making Sense of Change Management	Cameron	4	Jonathan Ball	9780749472580	R 888.00	No eBook	n/a
Business Ethics	COBE311	2	Business Ethics	Rossouw	6	Oxford University Press	9780199048113	R 580.00	9780199075409	R 573.00
Strategic Marketing	COSM321	2	Strategic Marketing	Wiid	1	Juta	9781485102137	TBC	No eBook	n/a
Finance for Marketing	COFM321	2	Financial Management in SA 5/E	Marx	5	Pearson SA	9781776100996	R 498.95	No eBook	R 482.00
YEAR 3 TOTAL ESTIMATED PRICE: R										