

# BACHELOR OF COMMERCE IN DIGITAL MARKETING PRESCRIBED TEXTBOOKS

## SCHOOL OF COMMERCE

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### YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Introduction to Digital Marketing	DMB12	E-marketing in the South African context	Bothma, N. & Gopaul, M.	Juta	1st	9781485102229 / 978148511478 E-Book
1	Financial Accounting	FA13	Accounting 1A.	Maritz, J. & Hibling A.H.	Edge Learning Media	10th	9781432701147 / 9781776127078
1	Financial Accounting	FA13	Accounting 1B.	Maritz, J. & Hibling A.H.	Edge Learning Media	10th	9781432701154
1	Entrepreneurship	FE12	Entrepreneurship: A South African Perspective	Nieman, G. & Nieuwenhuizen, C. (eds)	Van Schaik	4th	9780627035937 / 9780627035944 E-book
1	Fundamentals of Economics	FEC12	Economics for South African students	Mohr, P. & Fourie, L.	Van Schaik	6th	9780627037054
1	Marketing Practice (Advertising and Promotions)	MAP11	TBC	TBC	TBC	TBC	TBC
1	Business Marketing	MMB12	Marketing	Lamb, C. et al	Oxford University Press	6th	9780190751876
1	Statistical Methods	STM11	Applied Business Statistics	Wegner, T.	Juta	5th	9781485130499 / 9781485130505 E-book



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