

# PRESCRIBED TEXTBOOKS

CONTACT LEARNING

2024

## SCHOOL OF COMMERCE

A list of prescribed textbooks for your programme has been provided to assist you for budgeting purposes.

Tuition fees do not include the cost of prescribed textbooks, which will be for your own account unless otherwise indicated.

Note: If a module does not appear on the list, it means that there are no prescribed textbooks for the module and all material will be provided to you on the LMS.

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**Note: Once your registration and enrolment are complete and the STADIO Books portal open, you will receive an email and SMS with a unique link allowing you to access the portal the moment it opens! For queries related to prescribed study material, please log a ticket for SS-CourseMaterial on <https://qdesk.stadio.ac.za>.**

### YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Applied Research	APR181	First Steps in Research	Marre, K.	Van Schaik	3rd	9780627037085 / 9780627037092 (e-pub)
1	Digital Marketing	DMA182	eMarketing: The essential guide to Marketing in a Digital World	Stokes, R.	Red & Yellow	7th	9780639707808 (e-pdf)
1	Digital Marketing	DMA182	Public Relations	Cant, M.C. & Fourie, L	Juta	3rd	9781485132172 / 9781485132189 (e-book)
1	Strategic Marketing	STM182	Applied Strategic Marketing	A Berndt, G Bick, S Boshoff, J Chigada, HB Klopper, D Maduku, M Mpinganjira, T Ndoro, R Rugimbana, J Strydom.	Pearson	5th	9781485707127 / 9781485715429 (e-pdf)



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