

# BACHELOR OF COMMERCE IN DIGITAL MARKETING

# 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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As a registered student you will qualify for discounted prices as well as one STADIO sponsored delivery within South Africa! One order inclusive of your Textbooks, STADIO student card, Readers and/or Study guides delivered directly to your door!

**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	Business Communication	BCU101	Business Communication: Putting Theory into Practice	Burse, M., Van der Westhuizen, M., Anderson, W., Ellis, N., Kean, C., Lavender, M., Massey, A., Petersen, C. and Roycroft, S.	Cape Town: EDGE Education	3rd	9781776127122
1	Business Communication	BCU101	Business Communication Study Guide	Internal	STADIO	V2	2023021234856
1	Business Mathematics	BMA152	Business Mathematics Study Guide	Internal	STADIO	V2	2024012346107
1	Introduction to Digital Marketing	DMB12	eMarketing: Marketing in a Digital World	Gowpall, Y.	Juta	2nd	9781485131182 / Or E-Book
1	Financial Accounting	FA13	Accounting B1	Maritz, J. & Hibling A.H.	Edge Learning Media	10th	9781432701154
1	Financial Accounting	FA13	Accounting 1A	Maritz, J. & Hibling A.H.	Edge Learning Media	10th	9781432701147
1	Entrepreneurship	FE12	Entrepreneurship: A South African Perspective	Nieuwenhuizen, C.; Nieman, G.H.	Van Schaik	5th	9780627041907 / 9780627041914 (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	Marketing Communication: An integrated approach	Koekemoer, L (Editor)	Juta	2nd	9781485130376 / 9781485130383 E-book
1	Business Marketing	MMB12	Introduction to Marketing, A South African perspective	N. Chunningham	Van Schaik	2nd	9780627039102



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