

# TEXTBOOK LIST



Campus: KINGS - KINGSTEC  
 Semester: FALL18 - FALL SEMESTER 2018  
 Program: BAMK - BUSINESS ADMINISTRATION - MARK

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Course: COMM2215 - COMMUNICATIONS-WORKPLACE ...

*SAME TEXTBOOK AS COMM1205 YEAR 1  
 ESSENTIALS OF BUS COMMUNICATIONS 0176804714*

ISBN	Title	Ed	Cv	Author	Publisher	Req/Sug	Price
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Course: ELTV1 - ELECTIVE

ISBN	Title	Ed	Cv	Author	Publisher	Req/Sug	Price
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Course: ELTV2 - ELECTIVE

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Course: MKTG2015 - PROFESSIONAL SELLING

ISBN	Title	Ed	Cv	Author	Publisher	Req/Sug	Price
9780176622107	SELL 2CE + MINDTAP PAC	2	BC	INGRAM, ET AL	NELSON	R	97.95

Course: MKTG3040 - INTEGRATED MARKETING COMMU...

ISBN	Title	Ed	Cv	Author	Publisher	Req/Sug	Price
9780134228846	CANADIAN ADVERTISING IN ACTION	11	BC	TUCKWELL	PEARSON EDUCATION	R	145.00

Course: MKTG3111 - MARKETING RESEARCH

ISBN	Title	Ed	Cv	Author	Publisher	Req/Sug	Price
1337744557	BUNDLE: BASIC MARKETING RESEARCH, LOOSE-LEAF .9		BD	TOM J. BROWN	SOUTH-WESTERN C...	R	99.95