

BBA DEGREE AND CERTIFICATE IN MARKETING
 Textbook List
 Southern States University
 Updated: August 22, 2022

SSU Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Updated	Rental Price vitalsource.com	Purchase Price vitalsource.com
ACC 201	Accounting I	eBook: 9780133791129 Paper: 9780136115274	Financial Accounting: Business Process Approach, 3rd ed., 2011	Reiners, Jane L.	Prentice Hall		59.99 / 6mo	89.99
ACC 202	Accounting II	eBook: 9780135864111 Paper: 9780135863800	Managerial Accounting, 6th ed., 2021	Braun, K. & Tietz, W.	Prentice Hall	FA22		89.99
BUS 101	Business Foundations and Analysis	eBook: 9781264249627 Print: 9781260894851	Understanding Business, 13th ed., 2022	Nickels, W. G., McHugh, J. M., & McHugh, S. M.	McGraw-Hill	SU21	52.99 / 6mo 70.00 / 1yr	83.75
BUS 210	Business Law	eBook: 9780357717516 Print: 9780357717417	Business Law Text & Exercises, 10th ed., 2023	Miller, R.L.	Cengage Learning	FA22	46.99 / 6mo 64.49 / 1yr	78.49
BUS 220	Business Communications	eBook: 9780135800239 Print: 9780135891674	Business Communication Today, 15th ed., 2021	Boyer, C. L., & Thill, J.V.	Prentice Hall	FA22		89.99
BUS 480	Capstone	ISBN -13: 978-1788667370 Included in the course	The Business Plan Workbook: A step by step Guide to creating & Developing a Successful Business (2021)	Barrow, C, Barrow, P, Brown R.	Kogan Page	SU21		
CIS 111	Introduction to Business Information Systems	eBook: 9781337515092 Print: 9781337285100	Discovering Computers 2018: Digital Technology, Data, and Devices, 16th ed., 2018	Vermaat, M.E., Sebok, S., Freund, S., Campbell, J., & Fydenberg, M.	Cengage Learning	FA22	52.49 / 6mo	71.99
ECON 100	Macroeconomics	eBook: 9780135801345 Print: 9780135801284	Macroeconomics, 6th ed., 2021	Hubbard, R.G., & O'Brien, A.P.	Prentice Hall	FA22		89.99
ECON 101	Microeconomics	eBook: 9780134789309 Print: 9780134744476	Microeconomics, 13th ed., 2019	Parkin, M.	Prentice Hall	FA22		89.99
ENG 111	Comp and Rhetoric	eBook: 9780135203484 Print: 9780135164792	Strategies for Successful Writing: A Rhetoric, Research Guide, Reader, and Handbook, 12th ed., 2020	Reinking, J.A & Osten, R.	Prentice Hall	FA22		74.99
ENG 111	Comp and Rhetoric	eBook: 9780134513386 Print: 9780134515212	The Little, Brown Essential Handbook, 9th ed., 2018	Aaron, J.E.	Pearson Longman	FA22		74.99
ENG 305	Technical Writing	ISBN-10: 0205603408 ISBN-13: 9780205603404	Technical Writing, 7 ed., 2009	Reep, D.C.	Prentice Hall			
FIN 305	Business Finance	eBook: 9780135160473 Print: 9780135160619	Foundations of Finance: The Logic and Practice of Financial Management, 10th ed., 2020	Keown, A.J., Martin, J.D., & Petty, J.W.	Prentice Hall	FA22		89.99
HIST 101	U.S. History I	eBook: 9780134103266 Print: 9780134102948	The American Journey: Volume I (Chapters 1-16), 8th ed., 2017	Goldfield, D., Abbott, C., Anderson, V. D., Angersinger, J.E., ...	Prentice Hall	FA22		74.99
HIST 102	U.S. History II	eBook: 9780134103365 Print: 9780134103310	The American Journey: Volume II (Chapters 16-31), 8th ed., 2017	Goldfield, D., Abbott, C., Anderson, V. D., Angersinger, J.E., ...	Prentice Hall	FA22		74.99
HIST 410	World History	eBook: 9780134168098 Print: 9780134246000	The World: A History, Combined Volume, 3rd ed.	Fernandez-Armesto, F.	Pearson Prentice Hall	FA22		79.99
HUM 110	Principles of Humanities	eBook: 9781117181972 Print: 9780495568773	Culture and Values: A Survey of the Humanities, Comprehensive Edition, 7 ed., 2010	Cunningham, L.	Cengage Learning		26.49	35.99
HUM 305	Impact of Science Fiction on Historical and Modern Literature	ISBN 10: 0130212806 ISBN 13: 9780130212801	The Prentice Hall Anthology of Science Fiction and Fantasy, 2000, 1 ed.	Roberts, G.G.	Prentice Hall			

HUM 405	European Humanities	eBook: 9781117819172 Print: 9780495568773	Culture and Values: A Survey of the Humanities, Comprehensive Edition, 7 ed., 2010	Cunningham, L.	Cengage Learning		26.49	35.99
MGT 305	Operations Management	eBook: 9780135175644 Print: 9780135226742	Principles of Operations Management, 11th ed., 2020	Heizer, J., Render, B., & Munson, C.	Prentice Hall	FA22		89.99
MGT 310	Principles of Management and Organization	eBook: 9780134898797 Print: 9780135183878	Fundamentals of Management: Essential Concepts and Applications, 11th ed., 2020	Robbins, S., Coulter, M., & De Cenzo, D.	Prentice Hall	FA22		89.99
MKT 110	Principles of Marketing	Included in the course	Principles of Marketing: Creative Commons Attribution 4.0.	Lumen Learning	Prentice Hall	FA21		
MKT 305	Marketing Fundamentals	ISBN: 9780749480370 Included in the course	Advanced Marketing Management: Principles, skills, and tools (2019)	Javronic, N., & Ney, J.	Kogan page	SU21		
MKT 310	Consumer Behavior	eBook: 9780134735009 Print: 9780134734828	Consumer Behavior, 12th ed., 2019	Schiffman, L., & Wisenbitt, J.	Prentice Hall	FA22		89.99
MKT 315	Global Marketing	eBook: 9781000438666 Print: 9780367694128	Global Marketing, 5th Ed., 2022	Gillespie, K. & Swan, K. S.	Routledge	FA22	110.00 / 6mo 130 /1yr	200.00
MKT 320	Sales Strategies	eBook: 9781292205076 Print: 9781292205021	Selling and sales management, 11th ed., 2019	Jobber, D., Lancaster, G., & Le Meunier-Fitzhugh, K.	Pearson-Prentice Hall	SU22	44.68 /1yr	67.99
MKT 405	Introduction to Marketing Research	eBook: 9781337516471 Print: 9781337100151	Basic Marketing Research, 9th ed., 2018	Brown, T. J., Suter, T. A., & Churchill, G.A.	Cengage Learning	SU21	46.99 /6mo 64.49 /1yr	78.49
MKT 411	Introduction to Advertising	eBook: 9780134484129 Print: 9780134480435	Advertising & IMC: Principles and Practice, 11th ed., 2019	Morarty, S., Mitchell, N., & Wells, W.	Prentice Hall	FA22		89.99
MKT 415	Services Marketing	eBook: 9781944659813 Print: 9781944659790	Services Marketing: People, Technology, Strategy, 9th ed., 2021	Wirtz, J. & Lovelock, C.	World Scientific	FA22		48.00
MKT 420	eMarketing	eBook: 9781351744843 Print: 9781138731363	E-marketing, 8th ed., 2018	Frost, R., Fox, A., & Straus, J.	Pearson Prentice Hall	SP22	110.00 /6mo 130.00 /1yr	200.00
MTH 125	College Algebra	eBook: 9780134896731 Print: 9780134895987	Intermediate Algebra, 13th ed., 2019	Lial, M., Hornsby, J., & McGinnis, T.	Pearson	SU21		74.99
MTH 130	Business Statistics	eBook: 97801346885168 Print: 9780134684840	Basic business statistics, 14th ed., 2019	Berenson, M.L., Levine, D.M., Szabat, K., & Stephan, D.	Prentice Hall	FA22		84.99
MTH 135	Business Calculus	eBook: 9780134676258 Print: 9780134668574	Calculus for Business, Economics, Life Sciences, and Social Sciences, 14th ed., 2019	Barnett, R.A., Ziegler, M.R., Blyden, K.E., & Stocker, C.	Pearson	SU21		84.99
MTH 305	Statistics	eBook: 9781264086870 Print: 9781260716313	Basic Statistics for Business and Economics, 10th ed., 2022	Lind, D.	McGraw-Hill	FA21	52.99 /6mo, 70.00 /1yr	83.75
MTH 310	Finite Math with Applications	eBook: 9780134507125 Print: 9780134437767	Finite Mathematics & Its Applications, 12th ed., 2018	Goldstein, L., Schneider, D., Siegel, M., & Hair, S.	Prentice Hall	FA22		74.99
MUS 305	The History of American Music	eBook: 9780205956951 Print: 9780205956807	Rockin' Out: Popular Music in The U.S.A., 6 ed., 2013	Garofalo, R. & Waksman, S.	Prentice Hall		44.99 /6mo	74.99
PHIL 111	Introduction to Ethics	eBook: 9780134650791 Print: 9780135749333	Contender Ethics: Theory, Readings, and Contemporary Issues, 4th ed., 2020	Waller, B.N.	Prentice Hall	FA22		74.99
PHIL 305	Business Ethics	eBook: 9780137498772 Print: 9780134167640	Ethics and the conduct of business, 8th ed., 2017	Boatright, J. R.	Pearson	FA22	39.96 /4mo	
POLS 155	Introduction to Political Science	eBook: 9780136599312 Print: 9780135570920	Political Science: An Introduction (Update Edition), 14th ed., 2021	Roskin, M.G., & Cord, R.L., Medeiros, J., & Jones, W.	Prentice Hall	FA22	44.99 /6mo	74.99
SCI 110	Introduction to Physical Science	eBook: 9781260411393 Print: 9781260150544	Physical Science, 12th ed., 2020	Tillery, B.	McGraw-Hill	SP22	52.99 / 6mo 70 / 1yr	83.75
SPCH 111	Public Speaking	eBook: 9781260412970 Print: 9781259924606	The Art of Public Speaking , 13th ed., 2020	Lucas, S.E	McGraw-Hill Humanities	FA22	52.99 /6mo 70 / 1yr	83.75

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SSU Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Updated	Rental Price vitalsource.com	Purchase Price vitalsource.com
BU 501	FINANCIAL ACCOUNTING	eBook: 9780192522269 Print: 9780191087806	Introduction to Financial Accounting, 2018	Scott, P.	OUP Oxford	SP21	27.50 /6mo 41.25 /1yr	54.99
BU 502	APPLIED BUSINESS RESEARCH		No purchase necessary; books are provided within the course shell.			SP21		
BU 504	INTEGRATED MARKETING COMMUNICATIONS	eBook: 9780135590126 Print: 9780135589809	Integrated Advertising, Promotion, and Marketing Communications, 9th ed., 2022	Clow, K.E & Baack, D.E.	Pearson	FA22		89.99
BU 506	MANAGERIAL ECONOMICS	eBook: 9780134176086 Print: 9780133548235	The Economics of Managerial Decisions, 2019	Blair, R.; Rush, M.	Pearson	SP21		89.99
BU 510	OPERATIONS MANAGEMENT	eBook: 9780135202861 Print: 9780135225899	Operations Management Sustainability and Supply Chain Management, 13th ed., 2020	Heizer, J., Render, B., Munson, C.	Pearson	FA22		89.99
BU 513	STATISTICS FOR BUSINESS	eBook: 9780133071405 Print: 978013274287	Statistics: Data Analysis, and Decision Modeling, 5th ed., 2013	Evans, James R.	Pearson			84.99
BU 517	BUSINESS LAW	eBook: 9780134129365 Print: 9780134074030	The Legal Environment of Business: A Critical Thinking Approach, 8th ed., 2017	Kubasek, N.K.; Brennan, B. A. & Browne, M. N.	Pearson	FA22		89.99
BU 521	ORGANIZATIONAL LEADERSHIP	eBook: 9781305465077 Print: 9781285886352	Leadership: Theory, Application, & Skill Development, 6th ed., 2016	Lussier, R. N. & Achua, C.F.	Cengage Learning		52.49 /6mo 71.99 /1yr	86.99
BU 522	MANAGERIAL FINANCE	eBook: 9780134478197 Print: 9780134476315	Principles of Managerial Finance, 15th ed., 2019	Zutter, C. & Smart, S.	Pearson	FA22		89.99
BU 524	STRATEGIC MANAGEMENT	eBook: 9780135203736 Print: 9780135199978	Strategic Management: A Competitive Advantage Approach, Concepts, 17th ed., 2020	David, F.R., David, F., & David, M.	Pearson	FA22		89.99
BU 530	GLOBALIZATION OF BUSINESS	eBook: 9780134730066 Print: 9780134729220	International Business: The Challenges of Globalization, 9th ed., 2019	Wild, J. J. & Wild, K.I.	Pearson	FA22		89.99
BU 532	INTERNATIONAL ECONOMICS	eBook: 9780136892281 Print: 9780136892410	International Economics, 8th ed., 2022	Gerber, J.	Pearson	FA22		89.99
BU 534	INTERNATIONAL MARKETING	eBook: 9780134899763 Print: 9780134900216	Global Marketing, 10th ed., 2020	Green, M. C. & Keegan, W. J.	Pearson	FA22		89.99
BU 536	GLOBAL STRATEGY AND MANAGEMENT	eBook: 978111779993 Print: 97803324406313	International Management: Strategy and Culture in the Emerging World , 1 ed., 2010	Ahlsstrom, D. & Bruton, G.D.	Cengage Learning		23.99 /6mo 32.49 /1yr	
BU 599	PROFESSIONAL APPLIED PROJECT	eBook: 9780134742601 Print: 9780134741086	Essentials of Entrepreneurship and Small Business Management, 9th ed., 2019	Scarborough, N.M. & Cornwall, J.	Pearson	FA22		89.99

MSIT DEGREE AND CERTIFICATE IN IT
Textbook List
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Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Updated	Rental Price vitalsource.com	Purchase Price vitalsource.com
IT 500	IT Foundations	Creative Commons License (Free link provided in the course)	Information Systems for Business and Beyond, 2019	Bourgeois, D., Smith, J., Wang, S., & Mortali, J.		SU22		
IT 501	Information Technology Systems	Creative Commons License (Free link provided in the course)	Information Systems for Business and Beyond, 2019	Bourgeois, D., Smith, J., Wang, S., & Mortali, J.		WI22		
IT 502	Systems Analysis and Design	Creative Commons License (Free link provided in the course)	The Discipline of Organizing, 4th Professional Edition, 2020	Glushko, R.		WI22		
IT 510	Database Systems	Creative Commons License (Free link provided in the course)	Database Design - 2nd Edition, 2014	Watt, A.		WI22		
IT 511	Advanced Database Systems	eBook: 9781118530771 Print: 9781118530801	The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling, 3rd ed., 2013	Kimball, R. & Ross, M.	Wiley	SU22		48.00
IT 513	Computer Networks	Creative Commons License (Free link provided in the course)	Computer Networks: A Systems Approach, 2019	Peterson, L. & Davie, B.		WI22		
IT 516	Web Information Systems (3 books)	ISBN-13: 9780983589518 (Free link provided in the course) Creative Commons License (Free link provided in the course) (Free link provided in the course)	Adaptive Web Design: Crafting Rich Experiences with Progressive Enhancement, 2011 Eloquent JavaScript, 3rd ed, 2018 The Magic of CSS	Gustafson, A. Haverbeke, M. Schwartz, A.		WI22 WI22 WI22		
IT 517	Electronic Commerce Systems	Creative Commons License (Free link provided in the course)	Electronic Commerce: The Strategic Perspective	Watson, R., Berthon, P., Pitt, L. & Zinkhan, G.		SU22		
IT 520	Information Security	eBook: 9781260473704 Print: 9781260473698	Mike Meyers' CompTIA Security+ Certification Guide (Exam SY0-601), 3rd ed., 2021	Meyers, M. & Jernigan, S.	Mc-Graw Hill	WI22		36.00
IT 530	Cloud Computing	ISBN-13: 9781492076735 (Free link provided in the course)	97 Things Every Cloud Engineer Should Know, 2020	Freeman, E. & Harvey, N.	O'Reilly	SU22		
IT 531	Data Analytics	ISBN-13: 9781530051120 (Free link provided in the course)	Python for Everybody: Exploring Data Using Python 3, 2016	Severance, C.		WI22		
IT 532	Computer Forensics	eBook: 97801348892948 Print: 9780789759917	A Practical Guide to Computer Forensics Investigations, 2nd ed., 2021	Hayes, D.	Pearson	FA22		55.99
IT 533	Ethical Issues in IT	eBook: 9781337670883 Print: 9781337677539	Ethics in Information technology, 6th ed., 2019	Reynolds, G.W.	Cengage Learning	FA22	46.99 /6mo	64.49
IT 599	Capstone Project	eBook: 9781337515856 Print: 9781337101356	Information Technology Project Management, 9th ed., 2019	Schwalbe, K.	Cengage Learning	FA22	46.99 /6mo	64.49