

BBA DEGREE AND CERTIFICATE IN MARKETING

Textbook List

Southern States University

Updated: August 17, 2021

SSU Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Updated
ACC 201	Accounting I	ISBN 10: 0136115276 ISBN 13: 9780136115274	Financial Accounting: Business Process Approach, 3 ed., 2011	Reimers, Jane L.	Prentice Hall	
ACC 202	Accounting II	ISBN 10: 0138129711 ISBN-13: 978-0138129712	Managerial Accounting, 2008	Bamber, L.S. Braun, K.W. and Harrison, W.T.	Prentice Hall	
BUS 101	Business Foundations and Analysis	ISBN-10: 007352459X ISBN-13: 9780073524597	Understanding Business, 10 ed. , 2012	Nickels, W. G., McHugh, J. M., & McHugh, S. M.	McGraw-Hill	
BUS 210	Business Law	ISBN-10: 1133625959 ISBN-13: 9781133625957	Business Law Text & Exercises, 7 ed., 2013	Miller, R.L., & Hollowell, W.E.	Cengage Learning	
BUS 220	Business Communications	ISBN-10: 0132971291 ISBN-13: 9780132971294	Business Communication Today, 12ed., 2013	Bovee, C. L., & Thill, J.V.	Prentice Hall	
BUS 480	Capstone	ISBN-10: 1789667372 ISBN -13: 978-1789667370	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	ISBN-10: 9781305971776 ISBN-13: 978-1305971776	Principles of Information Systems (2018)	Stair, R. & Reynold G.	Cengage Learning	SU21
ECON 100	Macroeconomics	ISBN-10: 0132832208 ISBN-13: 9780132832205	Macroeconomics , 4 ed., 2012	Hubbard, R.G., & O'Brien, A.P.	Prentice Hall	
ECON 101	Microeconomics	ISBN-10: 0133019942 ISBN-13: 9780133019940	Microeconomics, 11 ed., 2014	Parkin, M.	Prentice Hall	
ENG 111	Comp and Rhetoric	ISBN-10: 0205689442 ISBN 13: 9780205689446	Strategies for Successful Writing: A Rhetoric, Research Guide, Reader, and Handbook, 9 ed., 2010	Reinking, J.A & Osten, R.	Prentice Hall	
ENG 111	Comp and Rhetoric	ISBN-10: 0321920325 ISBN-13: 9780321920324	The Little, Brown Essential Handbook, 8 ed., 2013	Aaron, J.E.	Pearson Longman	
ENG 305	Technical Writing	ISBN-10: 0205603408 ISBN-13: 9780205603404	Technical Writing, 7 ed., 2009	Reep, D.C.	Prentice Hall	
FIN 305	Business Finance	ISBN 10: 0132339226 ISBN 13: 9780132339223	Foundations of Finance: The Logic and Practice of Financial Management, 6 ed., 2007	Keown, A.J., Martin, J.D, Petty, J.W., & Scott, D.F.	Prentice Hall	
HIST 101	U.S. History I	ISBN-10: 0205960960 ISBN-13: 9780205960965	The American Journey: Volume I (Chapters 1-16), 7 ed., 2013	Goldfield, D., Abbott, C., Anderson, V. D., Argersinger, J. E., Argersinger, P. H., Barney, W. L., & Weir, R. M.	Prentice Hall	

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HIST 410	World History	ISBN-10: 0205759300 ISBN-13: 9780205759309	World, The: A History, Penguin Academic Edition, Combined Volume, 2010, 1 ed.	Fernandez-Armesto, F.	Pearson Prentice Hall	
HUM 110	Principles of Humanities	ISBN-10: 0495568775 ISBN-13: 9780495568773	Culture and Values: A Survey of the Humanities. Comprehensive Edition, 7 ed., 2010	Lawrence S. Cunningham, John J. Reich	Cengage Learning	
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	ISBN-10: 0495568775 ISBN-13: 9780495568773	Culture and Values: A Survey of the Humanities. Comprehensive Edition, 7 ed., 2010	Lawrence S. Cunningham, John J. Reich	Cengage Learning	
MGT 305	Operations Management	ISBN 10: 0136114466 ISBN-13: 9780136114468	Principles of Operations Management, 8 ed., 2010	Heizer, J. & Render, B	Prentice Hall	
MGT 310	Principles of Management and Organization	ISBN 10: 0136109829 ISBN 13: 9780136109822	Fundamentals of Management: Essential Concepts and Applications, 7 ed., 2010	Robbins, S., De Cenzo, D., & Coulter, M.	Prentice Hall	
MKT 110	Principles of Marketing	ISBN-10: 0133084043 ISBN-13: 9780133084047	Principles of Marketing, 15 ed., 2013	Kotler, P & Armstrong, G. Dimitriadis, N. Dimitriadis, N.,	Prentice Hall	
MKT 305	Marketing Fundamentals	ISBN: 9780749480370	Advance Marketing Management: Principles, skills, and tools (2019)	Javnonic, N., & Ney, J.	Kogan page	SU21
MKT 310	Consumer Behavior	ISBN-10: 0132544369 ISBN-13: 9780132544368	Consumer Behavior, 11 ed., 2014	Schiffman and Kanuk	Prentice Hall	
MKT 315	Global Marketing	ISBN-10: 0765642956 ISBN-13: 978-0765642950	Global Marketing, 4th Ed., 2015.	Gillespie, K. & Hennessey, H.D.	South-Western College Pub	
MKT 320	Sales Strategies	ISBN-10: 0273762656 ISBN-13: 9780273762652	Selling and Sales Management, 9 ed., 2012	Jobber, D., & Lancaster, G.	Prentice Hall	
MKT 405	Introduction to Marketing Research	ISBN-13: 9978-1337100298 ISBN-10: 1337100293	Basic Marketing Research, 9thed. , 2017	Churchill, G.A., Brown, T.J., & Suter, T.A.	Cengage	SU21
MKT 411	Introduction to Advertising	ISBN-10: 0134480430 ISBN-13: 9780134480435	Advertising & IMC: Principles and Practice, 11 ed., 2019	Moriarty, S. , Mitchell, N., & Wells. W.	Prentice Hall	
MKT 415	Services Marketing	ISBN-10: 1944659013 ISBN-13: 978-1944659011	Services Marketing: People, Technology, Strategy, 8th ed., 2016.	Lovelock, C., & Wirtz, J.	World Scientific	
MKT 420	eMarketing	ISBN-10: 178966250 ISBN-13: 978178966254	B2B Digital Marketing Strategy: How to use new Frameworks & Models..., (2020).	Hall, S.	Kogan Page	SU21
MTH 125	College Algebra	ISBN-10 0134895983 ISBN -13 978-0134895987	Intermediate Algebra 13th edition (2019)	Lial, M., Hornsby, J., McGinnis, T.	Pearson	SU21
MTH 130	Business Statistics	ISBN 978-0134676258	Calculus for business, economics, life sciences, and social sciences, 14th ed.	Barnett, R., Ziegler, M., Byleen, K., & Stocker, C.	Prentice Hall	SU21

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MTH 305	Statistics	ISBN 10: 0131536869 ISBN-13: 9780131536869	Basic business statistics, 10 ed., 2006	Berenson, M.L., Levine. D.M., & Krehbiel, T.C.	Prentice Hall	
MTH 310	Fine Math with Applications	ISBN 10: 0321571894 ISBN 13: 9780321571892	Finite Mathematics & Its Applications, 10 ed., 2009	Larry J. Goldstein, David I. Schneider & Martha J. Siegel	Prentice Hall	
MUS 305	The History of American Music	ISBN-10: 0205956807 ISBN-13: 9780205956807	Rockin' Out: Popular Music in The U.S.A. , 6 ed., 2013	Garofalo, R.	Prentice Hall	
PHIL 111	Introduction to Ethics	ISBN-10: 0205017738 ISBN-13: 9780205017737	Consider Ethics: Theory, Readings, and Contemporary Issues, 3 ed., 2011	Waller, B.N.	Prentice Hall	
PHIL 305	Business Ethics	ISBN-10: 0205053130 ISBN-13: 9780205053131	Ethics and the conduct of business, 7th ed., 2012	Boatright, J. R.	Prentice Hall	
POLS 155	Introduction to Political Science	ISBN-10: 0134402855 ISBN-13: 978-0134402857	Political Science: An Introduction, 14th Ed., 2016.	Roskin, M.G., & Cord, R.L.	Prentice Hall	
SCI 110	Introduction to Physical Science	ISBN-10: 1337616419 ISBN-13: 978-1337616416	An Introduction to Physical Science 15th Ed. (2020)	Shipman, J., Wilson, J., Higgins, C., & Lou, B	Cengage	SU21
SPCH 111	Public Speaking	ISBN 10: 0073385158 ISBN 13: 9780073385150	The Art of Public Speaking , 10 ed., 2008	Lucas, S.E	McGraw-Hill Humanities	

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BU 501	FINANCIAL ACCOUNTING	ISBN-13: 9780198783299	Introduction to Financial Accounting, 2018	Scott, P.		SP21
BU 502	APPLIED BUSINESS RESEARCH		No purchase necessary; books are provided within the course shell.			SP21
BU 504	INTEGRATED MARKETING COMMUNICATIONS	ISBN-10: 0133126242 ISBN-13: 9780134485027	Integrated Advertising, Promotion, and Marketing Communications, 8th ed., 2016	Clow, K.E & Baack, D.E.		
BU 506	MANAGERIAL ECONOMICS	ISBN-13: 978-0133548235 ISBN-10: 0133548236	The Economics of Managerial Decisions, 2019	Blair, R., Rush, M.		SP21
BU 510	OPERATIONS MANAGEMENT	ISBN-13: 9780134130422	Operations Management Sustainability and Supply Chain Management (12th Ed.) 2017	Heizer, J., Render, B., Munson, C.		SP21
BU 513	STATISTICS FOR BUSINESS	ISBN-13: 9780132744287	Statistics, Data Analysis, and Decision Modeling, 5th ed., 2013	Evans, James R.		
BU 517	BUSINESS LAW	ISBN-10: 013354642X ISBN-13: 9780133546422	The Legal Environment of Business: A Critical Thinking Approach, 7 ed., 2015	Kubasek, N.K. , Brennan, B. A. & Browne, M. N.		
BU 521	ORGANIZATIONAL LEADERSHIP	ISBN-10: 1285866355 ISBN-13: 9781285866352	Leadership: Theory, Application, & Skill Development, 6 ed., 2016	Lussier, R. N. & Achua, C.F.		
BU 522	MANAGERIAL FINANCE	ISBN-13: 9780133507690 ISBN-10: 0133507696	Principles of Managerial Finance, 14 ed., 2015	Gitman, L.J.		
BU 524	STRATEGIC MANAGEMENT	ISBN-13: 9780134153971	Strategic Management: A Competitive Advantage Approach, Concepts, 16th ed., 2017	David, F.R., & F. David		
BU 530	GLOBALIZATION OF BUSINESS	ISBN-13: 978-0-133867930	International Business: The Challenges of Globalization, 8th ed., 2016	Wild, J. J. & Wild, K.I.		
BU 532	INTERNATIONAL ECONOMICS	ISBN-13: 9780134472096	International Economics, 7 ed., 2018	Gerber, J.		
BU 534	INTERNATIONAL MARKETING	ISBN-13: 978-0134138183	Global Marketing, 9th ed., 2016	Keegan, W. J. and Green, M. C.		
BU 536	GLOBAL STRATEGY AND MANAGEMENT	ISBN-10: 0324406312 ISBN-13: 9780324406313	International Management: Strategy and Culture in the Emerging World , 1 ed., 2010	Ahlstrom, D. & Bruton, G.D		
BU 599	PROFESSIONAL APPLIED PROJECT	ISBN-10: 0132666790 ISBN-13: 9780132666794	Essentials of Entrepreneurship and Small Business Management, 7 ed., 2013	Scarborough, N.M.		

MSIT DEGREE AND CERTIFICATE IN IT

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IT 500	IT Foundations	ISBN-10: 0133577392 ISBN-13: 9780133577396	Fluency with Information Technology, 6th edition, 2015	Lawrence Snyder		
IT 501	Information Technology Systems	ISBN-10: 1133629628 ISBN-13: 9781133629627	Fundamentals of information systems, 7th ed, 2014	Stair, R. M., & G. Reynolds.		
IT 502	Systems Analysis and Design	ISBN-10: 0133023443 ISBN-13: 9780133023442	Systems analysis and design, 9th ed., 2014	Kendall, K. E., & J. E. Kendall		
IT 510	Database Systems	ISBN-10: 1285196147 ISBN-13: 9781285196145	Database systems: design, implementation, & management, 11th ed, 2015	Coronel, C. & S. Morris		
IT 511	Advanced Database Systems	ISBN-10: 0133544613 ISBN-13: 9780133544619	Modern database management, 12 ed, 2016	Hoffer, J. A., Ramesh, V., & H. Topi		
IT 513	Computer Networks	ISBN-10: 0132856204 ISBN-13: 9780132856201	Computer networking: A top-down approach, 6th ed, 2013	Kurose, J.F., & K.W. Ross		
IT 516	Web Information Systems	ISBN-10: 0132151006 ISBN-13: 9780132151009	Internet and world wide web – How to Program, 5 ed, 2012	Deitel, H. & P. Deitel		
IT 517	Electronic Commerce Systems	ISBN-10: 0134601564 ISBN-13: 9780134601564	E-commerce 2017: Business, technology, society, 13th ed. 2017	Laudon, K.C., & C. Traver		
IT 520	Information Security	ISBN: 9781260026375	Mike Meyers' CompTIA Security+ Certification Guide (Exam SY0-501), 2nd Edition, 2018	Mike Meyers and Scott Jernigan		
IT 530	Cloud Computing	ISBN-10: 0133387526 ISBN-13: 9780133387520	Cloud computing: Concepts, technology & architecture, 1st ed, 2013	Erl, T., Puttini, R., & Z. Mahmood		
IT 531	Data Analytics	ISBN: 9781118892701	Analytics in a Big Data World: The Essential Guide to Data Science and its Applications, 2014	Bart Baesens		
IT 532	Computer Forensics	ISBN-10: 0789741156 ISBN-13: 9780789741158	A Practical Guide to Computer Forensics Investigations, 2015	Darren R. Hayes		
IT 533	Ethical Issues in IT	ISBN-10: 1285197186 ISBN-13: 9781285197180	Ethics in information technology (5th ed.), 2015	Reynolds, G.W.		
IT 599	Capstone Project	ISBN-10: 1285847091 ISBN-13: 9781285847092	Information Technology Project Management, 7th edition, 2014	Kathy Schwalbe		