

**BUSINESS ADMINISTRATION - MARKETING  
2017-18**

***TEXTBOOK LIST***

**Fall Semester**

<b>Title</b>	<b>ISBN</b>	<b>Price</b>	<b>Tax</b>	<b>Total</b>	<b>Course #</b>
Canadian Advertising in Action, 11e ** (Pearson)	978-0-13-422884-6	\$145.00	\$7.25	\$152.25	MKTG 3040
Basic Marketing Research Integration of Social Media, 4e (Pearson)	978-0-13-254448-1	\$191.20	\$9.56	\$200.76	MKTG 3111
Focus Groups: A Practical Guide for Applied Research, 5e (Nelson)	978-1-4833-6524-4	\$87.95	\$4.40	\$92.35	MKTG 3111
SELL, 2nd Cdn. Edition with MindTap (Nelson)	978-0-17-662210-7	\$117.95	\$5.90	\$123.85	MKTG 2015
<b>TOTAL</b>		<b>\$542.10</b>	<b>\$27.11</b>	<b>\$569.21</b>	

**NOTE:** Essentials of Business Communications book purchased in BA-year 1 will be used for (COMM 2215)

**"Elective" Courses Offered in Fall Semester**

<b>Title</b>	<b>ISBN</b>	<b>Price</b>	<b>Tax</b>	<b>Total</b>	<b>Course #</b>
Personal Finance, 6e with Connect Card (McGraw-Hill)	978-1259453144	\$140.95	\$7.05	\$148.00	FINA 1311
New Perspectives on MS Excel 2016, 1e Comprehensive Enhanced Edition (Nelson)	1-337-35889-4	\$138.95	\$6.95	\$145.90	COMP 3111
New Ventures Course	No BOOK REQUIRED				BUSI 2005

**\*\* New Edition**

**NOTE:** Foundations of Entrepreneurship (ENTR 2000)--NO BOOK REQUIRED

A full refund is available on all textbooks within 10 business days of purchase provided the texts are in original condition, original packaging and accompanied with proof of purchase.

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