

**BUSINESS ADMINISTRATION - MARKETING
2017-18**

TEXTBOOK LIST

Winter Semester

Title	ISBN	Price	Tax	Total	Course #
MM4 with CourseMate Printed Access Card (<i>Nelson</i>)	1-133-62938-5	\$123.95	\$6.20	\$130.15	MKTG 4001
Guerrilla Marketing, 4e (<i>Thomas & Allen</i>)	978-0-618-78591-9	\$15.00	\$0.75	\$15.75	MKTG 4001
Internet Marketing - An Hour a Day (<i>John Wiley & Sons</i>)	978-0-470-63374-8	\$26.99	\$1.35	\$28.34	EBIZ 2020
TOTAL		\$150.94	\$7.55	\$158.49	

"Elective" Courses Offered in Winter Semester (required to take 2 courses)

Title	ISBN	Price	Tax	Total	Course #
Essentials of Business Processes and Information Systems (<i>John Wiley</i>)	978-0-470-23059-6	\$70.95	\$3.55	\$74.50	COMP 3105
Small Business - An Entrepreneur's Plan Enhanced, 7e ** (<i>Nelson Education</i>)	0-17-670347-0	\$111.95	\$5.60	\$117.55	ENTR 4000
Legal Fundamentals for Canadian Business with MyBuslawLab, 4e (<i>Pearson Education</i>)	978-0-13-337028-7	\$138.30	\$6.92	\$145.22	LEGL 2000
Sales Management in Canada with Sales Book, 2e ** (<i>Pearson Education</i>)	0-13-395175-8	\$167.65	\$8.38	\$176.03	MKTG 3015

**** New Edition**

NOTE: Computerized Accounting II course (ACTG 3010) uses the same book as Computerized Accounting I which you would have purchased 1st semester.

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.

PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE