



**BSB5070 Diploma of Business (Marketing)
Book List
Creative Business Technologies 2008**

Competency Code	Competency Name	Text Book Title	Approx Cost
BSBSLS301, 302, 303, 305 & 305A	Develop Product Knowledge, Identify Sales Prospects, Present a Sales Solution, Secure Prospect Commitment, & Support Post-Sale Activities	Selling: Managing Customer Relationships 3rd ed. by Rix ISBN 9780074715611 (McGraw-Hill)	\$77.00
BSBCMN301A	Exercise Initiative in a Business Environment	Management: Theory and Practice 3rd ed. by Cole ISBN 9781741032413 (Pearson)	\$66.00
BSBFLM403B	Manage Effective Workplace Relationships		
BSBCMN304A	Contribute to Personal Skill Development and Learning		
BSBCMN412A	Promote Innovation and Change		
BSBCMN419A	Project Management	Project Management by Heerkens ISBN 9780071379526 (McGraw-Hill)	\$18.00
BSBCMN405A	Analyse and Present Research Information;	Market Research in Practice, 2nd ed By Boyce ISBN 9780074714218 (McGraw-Hill)	\$83.00
BSBMKG408A	Conduct Market Research		
BSBMKG401A, BSBSBM403A, BSBMKG501A, BSBMKG502A	Profile the Market, Promote the Business, Evaluate Marketing Opportunities, & Establish and Adjust the Marketing Mix	Marketing in Black and White By Monger ISBN 9780733973888 (Pearson)	\$67.00
BSBMKG402A	Analyse Consumer Behaviour	Consumer Behaviour, by Webb ISBN 9780074713433 (McGraw-Hill)	\$67.00

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BSBMKG503A BSBADV508A	Develop a Marketing Communications Plan; Present an Advertising Campaign	Integrated Marketing Communications, First Pacific Rim Edition, by Chitty, Barker, and Shimp, ISBN 9780170120081 (Cengage Learning)	\$108.00
BSBHR504A	Industrial Relations Policies and Processes	Understanding Australian Industrial Relations, 7th ed. by Alexander ISBN 9780170128643 (Cengage Learning)	\$64.00
BSBMGT503A	Prepare Budgets and Financial Plans	Managing Finance 3rd ed. - Prepare and Manage Budgets and Financial Plans by Anandarajah, Asseervatham and Reed ISBN 9781741032505 (Pearson)	\$56.00

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