

The Department would like to wish its strategic and industry partners, as well as its students and staff a happy, successful and prosperous 2016.



WELCOME BACK

Welcome!

As with each new day, a new year offers renewed energy to pursue ones dreams. For every scholar some of the dreams are likely to do with achieving set academic-related goals for the year. To our students, new and old, the Department of Marketing Management is glad and honoured that you have chosen to partner with us in pursuit of your individual academic goals. Our promise to all of you is that we are ready to serve as reliable partners on this stretch of your life journey. We call upon each one of you to

- dream more and bigger
- work harder and smarter

To our staff, thank you for the great work you do in making our Department a distinct place of teaching, research and community engagement.

As each sunset takes a day away, let's all let it go knowing that we have done the best to seize the opportunities that each brings to enhance self and others.

Happy New Year

Acting HoD
Professor Mercy Mpinganjira

OUR STUDENTS

BCOM (Hons) FUNCTION

Students celebrate the end of their BCom(Hons) in Marketing Management degree

The Department's annual end of year BCom (Hons) Marketing Management function was held on the 13th of November 2015 at the UJ Astro Hockey Club. The evening commenced with a warm welcome from Dr Lubbe, the BCom (Hons) Programme Coordinator. Dr Lubbe praised the students for their hard work and dedication during the year.

One of the last modules presented on the programme is Strategic Marketing, and its successful completion depends on the students' plans and strategies



COLGATE-PALMOLIVE COMPANY

developed to provide solutions to real-life challenges presented to them by company, Colgate-Palmolive. Every year the three top performing groups are generously rewarded by Colgate Palmolive. The evening continued with the announcement of the top performing student groups for the Colgate-Palmolive challenge.

The winners of the Plax challenge were: Gary Shaw, Gareth Heyns, Murray Gush, Monica Willoughby, Adrian Holtshousen



Dr Lubbe, Gary Shaw, Gareth Heyns, Murray Gush, Monica Willoughby, Adrian Holtshousen, Prof De Meyer-Heydenrych

The winners of the Protex challenge were: Hugh Mupfunya, Sive Mayiya, Puleng Mofokeng, July Sekhoto, Tracy Mulwela, Jackson Nthuba.



Dr Lubbe, Hugh Mupfunya, Sive Mayiya, Puleng Mofokeng, July Sekhoto, Tracy Mulwela, Jackson Nthuba, Prof De Meyer-Heydenrych

The winners of the Sta-soft challenge were: Nathan Vtshubi Ilunga, Kristen Harris, Lebogang Makgatho, Azmina Khan, Peter Mochaki, Sebenzile Mdlalose.



Dr Lubbe, Nathan Vtshubi Ilunga, Kristen Harris, Lebogang Makgatho, Azmina Khan, Peter Mochaki, Sebenzile Mdlalose, Prof De Meyer-Heydenrych

The evening concluded with another “awards” ceremony that was initiated by the students. Lecturers and students received prizes for categories like “best lecturer”, “best dressed student/lecturer” “least enthusiastic student” and “kindest person” to name a few. The winners were announced and the prizes handed over by students Kumbirai Chiunda and Murray Gush. These awards provided for lots of fun and continuous laughter at the event.

Another year of hard work, stress, tears, lots of learning and laughter on the BCom (Hons) programme has come to an end and the Department would like to extend big congratulations to all the students who have successfully completed the programme and also wish all the students well with their future endeavours.



Kumbirai Chiunda and Murray Gush announcing the winners.

MASTER’S & DOCTORAL FUNCTION 2015

The Department rewards its postgraduate students

Every year the Department hosts a special function to honour its Master’s and Doctoral students. The 2015 function took place on the 28th of October at the Bistrovine in Greenside. Master’s students Roy Shamhuyenzva and Nicole Cunningham both obtained their degrees with Cum Laude, and Dr Elmarie Strydom successfully obtained her PhD.

The Department is incredibly proud of its Master’s and Doctoral students and wishes to thank them for their hard work and dedication. The Department also wishes them all the best for the future.



Prof De Meyer-Heydenrych and Mr Shamhuyenzva



Prof De Meyer-Heydenrych and Ms Cunningham



Prof De Meyer-Heydenrych and Dr Elmarie Strydom

DEPARTMENTAL ACTIVITIES

TIME FOR TEAM BUILDING

Department's staff show off their cooking skills

The Department had a fun team building day on the 2nd of December 2015 at Tastebud. Staff members were assigned to cook in teams of two and the theme was French cooking. Each team was assigned a different French recipe to cook. All the dishes were enjoyed afterwards as the lunch menu for the day. It was a truly fun experience and the staff thoroughly enjoyed it!



The Department's staff in action at the teambuilding



The cooking begins



Ms Mashaba carefully cuts the phyllo pastry



Always time to chat... Mrs Frazer and Ms Cunningham

PERSONNEL

NEW DEPUTY HEADS OF DEPARTMENT

Prof Mpinganjira and Mr Mbango

Prof Mercy Mpinganjira and Mr Phineas Mbango were voted as the new deputy HoDs on the two campuses where the Department is located. Prof Mpinganjira is the new deputy HoD on the Kingsway campus and Mr Mbango the new deputy HoD on the Bunting Road campus. Prof Mpinganjira is also currently the acting HoD, as current HoD Prof De Meyer-Heydenrych is on maternity leave.



Prof Mpinganjira



Mr Mbango

NEW STAFF MEMBER

Welcome Mr Mkihze

Hello, Everyone

My name is Njabulo Mkhize, you can call me by my full name no shortening please☺. Well, that was the Marketing Department joke that happened in my first meeting. So let's keep it at Njabulo. I have another 'English' name which I prefer not be to be called by, although it has the same meaning as Njabulo.

I am from KwaZulu-Natal, the most beautiful province in South Africa. I was born and bred there. I speak two languages; Zulu and English... don't try any other language with me. I am fascinated at the amount of different languages I have heard here in Johannesburg and the awesome diversity. If you come from KZN, you always expect white people to speak English and all black people to speak Zulu, so the JHB diversity is refreshing.

I studied at the University of KwaZulu-Natal, from undergrad to postgrad. Interestingly I was first enrolled for a BCom Accounting degree, as I was passionate about becoming a Chartered Accountant (for the money of course!). I completed my first and second year in that stream, but then decided my passion lies in Marketing and I changed my degree to study BCom Marketing and Supply Chain. I passed my new majors well and got accepted to do my BCom (Hons) in Marketing and thereafter I also completed my Master's.

Since my Master's was researched based, I looked for full-time work in order to sustain myself. I worked for a private college called Business World where I was a marketing/sales assistant. I left Business World to join Durban University of Technology where I worked as a lecturer. I lectured there for two years in a variety of subjects in Management including Marketing. I also worked as a facilitator/assessor for Business World and I am an accredited assessor with a few Setas.

I enjoy empowering people with skills and that is why I am so passionate about lecturing. In my free time, I enjoy watching all sorts of sports from cricket to golf and even table tennis. I also enjoy soccer and I am an Arsenal supporter through and through. I love God and I am a born-again Christian.

I am excited to be part of the UJ family and hopefully it is going to be a long and fruitful relationship.



Mr Mkihze

STAFF MEMBER PROFILE

Get to know Mr Mbango

What are your hobbies? What do you like doing in your free time?

My hobbies are hunting, watching sport such as soccer, cricket and rugby (South Africa when playing). In my free time, I am involved in farming activities.

What are your research interests?

My research interest is in Relationship Marketing

What were you doing before academia?

Before academic, I worked for the corporate world notably Pretoria Portland Cement where I worked for more than ten years in Marketing and Human Resources Departments dealing with both operational and strategic issues. In my life I never thought that I would find myself in academia.

If you weren't in academia, where would you be?

I see myself as a business person working in the corporate world.

Where do you see yourself in 5 years?

In five years' time, I would like to see myself occupying a management position either in the corporate world or academia.

What kind of music do you listen to?

I like gospel and kwaito music.

What's your favourite TV show?

My favourite TV shows are Muvhango, Isindingo and Generations.

What do you enjoy reading?

I enjoy reading political current affairs and business news.

If you were an animal, what would you be and why?

If I were an animal, it would be a Tiger because I like taking calculated moves.

If you won R10 million, what would be the first thing you would buy and why?

If I win R10 million, I will invest in property development as property always appreciates in value.



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