



**Department of Marketing Management**  
School of Consumer Intelligence and  
Information Systems  
**Postgraduate Studies**

**MASTERS AND DOCTORATE**

***M COM & PhD DEGREES***

## **STAFF SPECIALISATION AREAS 2019**

The specialisation areas of the academic staff in the Department of Marketing areas are divided into FOUR clusters. These clusters are as follows,

- Services marketing;
- Relationship Marketing (also through technology, as a focus);
- Marketing in Technology (e.g. social media, digital marketing, mobile marketing),
- Contemporary Marketing Issues (including Internal Marketing, Branding, Consumer Behaviour, Social marketing and 4IR)
- Retailing / retail management