

OUR STUDENTS

Marketing students sing Department's students participate in Varsity Sing on Kyknet

Two of the Department of Marketing Management's students Dimakatso Mofokeng and Lungile Skosana are proud members of the UJ choir who participated in the Kyknet University choirs' competition called Varsity Sing. Twelve choirs from universities across South Africa participated in the contest. The finals took place on 13 October 2016 and after a nail-biting final round, the UJ choir finished in second place. The Department shares in UJ's joy for the choir's exceptional performance and is immensely proud of our students, Dimakatso and Lungile.



Nifty marketing in the class Gibbs Nare addresses BCom (Hons) students

On Thursday 8 September 2016, the CEO of Nifty Marketing, Mr Gibbs Nare gave a presentation to the BCom Honors students on strategy analysis, development and implementation. In his presentation he focused on three questions relating to the what, who and how of strategy, using a case study on Lucky Star. Mr Nare carefully explained how Nifty marketing used analytics to gain consumer insights to develop a strategic plan that led to the development of a very successful campaign for their client. The students enjoyed the presentation immensely and learned a lot. The Department wishes to thank Mr Nare for his time and for sharing his knowledge and passion with our students.



Alumnus visits the Department Mr Bradley Shodries addresses 3rd year BCom students

Mr Bradley Shodries, Marketing Specialist at FNB and Alumnus of the Department, shared his strategic marketing knowledge with the BCom 3rd year students during a guest lecture on 2 September 2016. During his lecture, he provided the students with numerous examples of innovative marketing campaigns and discussed the important steps to follow to accurately plan a strategic marketing campaign. The students thoroughly enjoyed his interactive lecture and the Department wishes to thank Mr Shodries for the visit and the knowledge shared with the students.



Mr Bradley Shodries

Students reach out to community Retail students visit Woodside Sanctuary

The National Diploma Retail Business final year students visited Woodside Sanctuary on Monday 14 November 2016 for a community engagement project. This tradition was started by Ms Mariëtte Frazer (Lecturer and programme coordinator) five years ago to allow those students who are about to enter the working world to give back to their community. The students are encouraged to find their own projects to support in any way they feel fit and take the lead in making arrangements and managing the event. Woodside Sanctuary cares for 85 mentally and physically disabled children and adults and is situated within walking distance from the Bunting Road Campus. The students assisted in physical therapy and took the residents for their daily walk. We are proud to say that we received excellent feedback from the home regarding our students' efforts, and they extended an invitation to the Department to visit them again.



Student helping during physical therapy at Woodside sanctuary

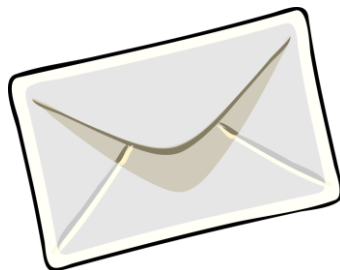
Letters from the heart

Students thank their lecturers

The following two beautiful emails were received by Mr Gwebu and Dr Wait from past students. These personal student emails are so encouraging to lecturers and it makes the Department proud to see that its lecturers are so well liked and remembered by alumni.

*“Good day **Mr Gwebu***

Thank you very much for your hard efforts and clear explanations in the lectures, they have been a vital help in my career and I cannot take all the credit, I am formerly a student at UJ.



I have since graduated from the Entrepreneurship group and I work for an international logistics company.

I was recently asked to explain the BCG matrix to one of our major clients, and thanks to you, it was easy to explain and remember.

Please keep up the good work and continue to do what you do because it does pay off, we may have not had the excitement in class as the business executives do in your presentations, but we appreciate it more when we realise the magnitude and its significance in the real-world environment.

From the bottom of my heart, thank you. May God bless you”.

*“Afternoon **Dr Wait...** I would love to thank you for giving me an opportunity to study Marketing Management... It all started with a dream and now I am living the dream... All the effort you made really paid off in the end... I can never find pages enough to describe the joy I have in my heart... thanks for believing in me... I will be graduating next month because of you... PLEASE KNOW THAT SOMEWHERE, SOMEHOW, YOU HAVE LEFT A POSITIVE MARK IN SOMEONE’S LIFE. MAY GOD BLESS YOU”.*

Going the extra mile

BCom (Hons) students help NPO

During the course of the first semester, BCom (Hons) student groups were assigned to multiple companies in order to come up with great marketing strategies and ideas to help the companies develop further, using new innovative ideas.

One group was assigned to a non-profit organisation called Jewels of Hope. They had set out to enquire more on this great organisation to determine in what manner they could help the organisation in striving to reach greater heights.

Jewels of Hope is a non-profit organisation that helps underprivileged kids to uplift them by creating a mentorship programme that teaches the kids to make beaded jewellery with their own hands. Once they have made their items, Jewels of Hope sells these items to the public in order to generate an income for the kids. The money is then used by the kids to pay for education fees, food and other necessities within their households.

The students developed multiple tactics under the banner of increasing brand awareness as their main strategy. They focused on attaining more customers/donors towards the Jewels of Hope website by personally and actively generating Google AdWord campaigns to increase the drive of people visiting the website. Apart from their digital efforts, the group went one step further in building long-term acquaintances with First National Bank under their corporate social responsibility programmes of voluntary market-based efforts.

The Group had been in touch with FNB representatives who set up a full opportunity for Jewels of Hope to be a part of their quarterly market day function. After this successful market day, FNB gave Jewels of Hope a long-term contract towards corporate gifting ideas based on different themes for the months of the year.



Hons students: Daniel, Yasira, Merike, Jarryd and Rowan.

Jewels of Hope acquired an order of about R13 000 for the month of July through this acquaintance.

This has changed the future of Jewels of Hope who had thought earlier in 2016, that they would be closing. According to Ms Janine Ward, "The students have shown me and the children of Jewels of Hope a better and brighter future, we are thankful for all the great efforts that these wonderful students have put in. I would personally like to thank Yasira Cajee, Jarryd Frey, Daniel Durocher-Yvon, Rowan Smith and Merike du Plessis."

Competition time

Mr Tatenda Chabata wins 2-Minute Dissertation competition

The UJ Postgraduate School held a 2-Minute Dissertation Competition and a 3-Minute Thesis Competition on 26 August 2016. The Department is proud to share that Mr Tatenda Chabata, supervised by Prof Mercy Mpinganjira won the 2-Minute competition. Tatenda received a Tablet for winning the competition.



Mr Tatenda Chabata

Time to celebrate

BCom (Hons) and BTech Marketing students year-end function

The Department's annual BCom(Hons) and BTech function was held on 1 December 2016. Dr Maduku (BTech coordinator) and Dr Lubbe (BCom Hons coordinator) both welcomed the students to this special celebration and thanked them for their hard work and dedication during the year. The lecturers were also in for a treat as the students surprised them with very creative lecturer awards that were handed out.

The Department has a long standing relationship with Colgate-Palmolive which also attended the event. They have been running a project with the Department's students for a number of years where the students are exposed to practical projects where they need to

develop marketing plans and campaigns for selected Colgate-Palmolive brands. Colgate-Palmolive's representatives, Mr John Dillion (Senior Brand Manager for Protex) and Mr Quintin Schreiber (Brand Manager for Sanex) attended the year-end function and announced the winning teams for these projects.

Congratulations to the following winning groups:

Colgate Kids range: Mr Chandiona, Ms Els, Ms Lekoma, Ms Mistry, Ms Ndlungwane and Mr Smith.

Protex: Ms Dalmini, Ms Groenewald, Ms Limbada, Ms Beekhan, Mr Ntlokwane and Mr Very.

Plax: Ms Cajee, Mr Durocher-Yvonne, Mr Khanyile, Ms Masoma, Ms Senkoto and Mr Smith.

The Department wishes to extend our best wishes to our Hons and BTech groups for the future. Well done to all of our students.



Lecturers at the BCom (Hons) and BTech year-end function.



Dr Maduku addresses BTech students



Dr Lubbe addresses BCom (Hons) students

Alumnus helps student Sibusiso Dlamini donates his textbook

A kind-hearted Mr Sibusiso Dlamini contacted Dr Lubbe last year to inform her that instead of selling his Integrated Marketing Communications textbook, he would like to donate it to a student who cannot afford one. A deserving student indeed received his textbook and was very grateful for the help. The Department wishes to thank Mr Dlamini for his kind gesture and for helping one of our students.

DEPARTMENTAL ACTIVITIES

Getting smarter Prof Roberts-Lombard and Dr Lubbe learn more about SEM

Prof Mornay Roberts-Lombard and Dr Isolde Lubbe attended a SEM-AMOS Masterclass on 30 and 31 August 2016 presented by Africlan and Osmoz Consulting. This class was held at the Midrand Conference Centre and attendees had to build their own measurement models before attempting a Structural Equation Model (SEM) utilising AMOS. The class was very interactive and the attendees learnt about SEM and how to present their results with clarity.



SEM-Masterclass attendees

Greeting 2016 Department staff celebrate the passing of another year

The Department's annual year-end function took place on 18 November 2016 at Rockets Restaurant in Parkhurst. Professor Christine De Meyer-Heydenrych welcomed and thanked the staff for all their hard work and efforts during 2016, and the staff also spoilt one other with secret Santa gifts.



Department staff enjoying a relaxed year-end function

PERSONNEL

Time to say goodbye Ms Nontu Mashaba greets the Department

Ms Nontu Mashaba got an excellent opportunity to do her PhD at ESC Rennes School of Business in Rennes, Brittany in France. The Department arranged a special farewell lunch which was held on 12 September 2016 to bid Ms Mashaba farewell. She was a lecturer, the BCom Programme Co-ordinator and she headed the Department's Community Engagement portfolio. Ms Mashaba will be dearly missed by all the Department's staff members and students. The Department wishes to thank her for all her dedication and hard work and for making an excellent contribution to the Department on numerous levels.



Ms Mashaba's farewell

New W&R Seta HET forum chair Ms Mariëtte Frazer elected as chair

The Department wishes to congratulate Ms Mariëtte Frazer on being elected as chair for the 2017-2018 W&R Seta HET forum. This forum is a voluntary committee that was established to support the objectives of the National Skills Development Strategy, focusing specifically on skills development in the Wholesale and Retail environment.



Ms Mariëtte Frazer

Promotions 2016

Three staff members get promoted

Congratulations to the following staff members who have been promoted in 2016:

Prof **Mercy Mpinganjira** – promoted from Associate Professor to Professor.



Prof Mpinganjira

Dr **Daniel Maduku** – promoted from lecturer to senior lecturer.



Dr Maduku

Dr **Marius Wait** – promoted from lecturer to senior lecturer.



Dr Wait

A trip to the Western Cape

Staff members attend the 2016 IBC Conference

Dr Marius Wait, Dr Daniel Maduku, Dr Phineas Mbango, Ms Mariëtte Frazer, Ms Nombulelo Dilotsotlhe and Ms Beate Stiehler-Mulder attended the 2016 International Business Conference (IBC) from 25 – 28 September 2016 at Club Mykonos in Langebaan.

The titles of the papers presented included:

Dr Cookie Govender and Dr Marius Wait: *HUMAN RESOURCE AND MARKETING MANAGEMENT COLLABORATION – MULTI-STAKEHOLDER WORK INTEGRATED LEARNING (WIL) MODEL*

Dr Daniel Maduku: *FOSTERING M-BANKING CONTINUANCE INTENTION: THE ROLE OF TRUST IN BANKS, SELF-EFFICACY AND MOBILE NETWORK QUALITY*

Dr Phineas Mbango: *PREDICTORS OF CUSTOMER LOYALTY IN THE CONTEXT OF BUSINESS-TO-BUSINESS RELATIONSHIP MARKETING IN THE SOUTH AFRICAN CEMENT MANUFACTURING INDUSTRY*

Ms Nombulelo Dilotsotlhe: *EXPLORING THE EFFECT OF THE NATIONAL CREDIT ACT ON A MICRO-LENDING FINANCIAL INSTITUTION*

Dr Olumide Olasimbo Jaiyeoba, Prof Mornay Roberts-Lombard and Mr Donatus Amanze: *SERVICESCPE AND LOYALTY INTENTIONS: AN EMPIRICAL INVESTIGATION OF RESTAURANTS IN BOTSWANA*

Dr Elsabé Conradie and Prof Mornay Roberts-Lombard: *THE RELATIONSHIP BETWEEN SELECTED INTERNAL MARKETING VARIABLES, BRAND RECOGNITION AND TRUST IN THE MEDICAL SCHEMES INDUSTRY*

Ms Mariëtte Frazer and Ms Beate Stiehler-Mulder: *WHAT IS YOUR BEEF WITH SOUTH AFRICAN FOOD RETAIL? A CUSTOMER PERSPECTIVE*



IBC 2016 Gala dinner

New staff member

Welcoming Dr Thabang Mofokeng

The Department wishes to welcome a new staff member, Dr Thabang Mofokeng. Dr Mofokeng joined the Department in January this year. He previously taught at the Vaal University of Technology and North-West University and he holds a PhD in Marketing Management from North-West University. His research specialisation areas focus on Branding, Consumer Behaviour and the Generation Y market.

Dr Mofokeng will be lecturing Marketing Management 1 on the BCom programme, Strategic Marketing on the BTech programme and Applied Research on the Advanced Diploma Retail. The Department extends their welcome to Dr Mofokeng and wishes him a happy journey at the UJ.



Dr Thabang Mofokeng

New HoD announced

Prof Mercy Mpinganjira Department's new HoD

Prof Mercy Mpinganjira has been appointed as the new Head of Department (HoD) and Prof Christine De Meyer-Heydenrych the Deputy HoD (Kingsway Campus). The appointments are with effect from January 2017. Congratulations to our two professors. The staff wish you well in your new positions and look forward to working under your skilled guidance.

Staff profile

Getting to know Dr Thabang Mofokeng

As the newest staff member to join the Department, we asked Dr Mofokeng some questions to get to know him a bit better.

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

I enjoy rehearsing my clarinet and I also listen to music and radio.

- **What are your research interests?**

I am focused on Marketing-related topics that include Branding, Packaging, Consumer Behaviour and studying different generational cohorts.

- **What were you doing before academia?**

I've always been an academic, since I finished my studies.

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

I really don't know...I love being an academic.

- **Where do you see yourself in 5 years?**

I would like to acquire more academic knowledge and experience and ultimately become a Professor in the Marketing Department.

- **What kind of music do you listen to?**

I enjoy listening to orchestra, neo-soul and Hip Hop culture.

- **What's your favourite TV show?**

I don't watch that much television, but I definitely enjoy Top Billing.

- **What do you enjoy reading?**

I read Marketing Theory and mostly newspapers and magazines.

- **Have you ever had an embarrassing moment in class? If so, please tell us about it.**

Yes... I pronounced a word wrong in my class and defended myself that "there is no master of pronunciation".

- **If you were an animal what would you be and why?**

I would like to be a rabbit, because I enjoy eating carrots.

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

I would like to buy computers and to then develop a centre for information. I'd also like to buy music instruments and start my own band.



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