

OUR STUDENTS

Welcome Marketing first years!

Focus on first-year orientation

The 2016 first years' were welcomed to the UJ and the Department with a packed three-day schedule. Day one at both the Department's campuses was focused on getting to know the UJ campus, the University rules and procedures, what to expect during their three years of study and most importantly, on meeting fellow students and making friends! The three-day programmes provided students with fun activities including ice breaker games like the Department's infamous yearly UJ campus treasure hunt. The BCom Marketing Management students were also treated to three guest speakers from the Marketing industry. Khosi Magubane (Private consultant), Katherine Madley (Head of Innovation and Strategy, Alexander Forbes) and Pepe Marais (Creative Director, Joe Public) all shared their different experiences from being students to climbing the ladder in the Marketing industry. The talk focused on exposing students to what they can expect in the Marketing industry in future, and on providing them with motivation and lots of inspiration to set the tone for a successful three years of studying at UJ.



Students listening to Katherine Madley and Pepe Marais



Katherine Madley and Pepe Marais

BCOM (Hons) Marketing Management orientation

Student Yasira Cajee reports on the day

The Annual Honours Orientation took place on 28 January at the Thatch Lapa. The Orientation programme was introduced with warm welcoming smiles by Dr Lubbe. Dr Lubbe had then introduced each lecturer and professor, granting each an opportunity to further introduce themselves as well as what module they would be lecturing on, what the students could expect in classes, as well as what they could look forward to regarding their major projects for the year.

This encouraged and motivated the students to look forward to having a great and exciting year ahead of them. An additional aspect that encouraged the students further was having Mr. Irvin Samuel Louw as a guest speaker present at the orientation programme. Mr. Irvin Samuel Louw was a former UJ student who completed both his undergrad in BCom Marketing Management as well as his Honours in Marketing Management (completed in 2011) at the University of Johannesburg. Mr. Louw is currently employed at Unilever South Africa (Head Office) as the Regional Sales Manager. He has attained numerous awards under his positions such as Regional Perfect Community Award 2015 and National Nomination for top performing Regional Sales Manager 2015. He was previously employed at Amalgamated Beverage Industries (ABI) as the Salesteam Leader, which also awarded him in many different areas. He had left the students with not only words of wisdom and encouragement, but also with insight on how to further ourselves and become the best marketers out there. The 3 Ps he highlighted were to become Passionate, to Persevere and to be Proactive.

Apart from all the serious business, the students were faced with a few ice-breaking challenges, which were set up in order to allow students to interact, mix and work with each other. These were fun challenges set to get students to work together to accomplish the tasks without having any differences amongst themselves. Lunch was served shortly after the challenges had been completed and this allowed students to further interact with one another and get to know each other. A fun task given by the lecturers was for the groups to create a pudding with all sorts of different sweets and snacks, and they had to give a name to the pudding that was created and had to say what inspired the group to make such a pudding. A test for creativity. The Department wishes the BCom (Hons) students all the best for the remainder of their 2016 studies!

BCOM Marketing second years guest lecture HDI Youth Marketeers come to class

The youth market research company, HDI Youth Marketeers paid a visit to the second year BCom Marketing Management students on 15 March. The students were welcomed by Stephanie Da Costa Leite (Researcher at HDI) who spoke about the importance of conducting research to understand consumers. This allowed students to see the practicality behind studying consumer behaviour and how important the subject is in order to understand different consumer markets. The latest trends in the SA youth market were also revealed to the students. The Department thanks HDI Youth Marketeers for visiting our students and for contributing to their knowledge set.



Stephanie Da Costa Leite addressing the students

Guest lecture in the BCom (Hons) class Greg Schneider gets quirky on Digital Marketing

The Digital Marketing Honours class was enlightened by the presence of Mr. Greg Schneider, Head of Marketing, Quirk Marketing Agency on 1 March 2016. Quirk is a marketing space that extends to the futuristic trend of marketing innovation through the digital means. It is an agency that provides companies an opportunity to broaden their marketing efforts. In today's highly innovative and technological expansions, many organisations find it challenging to adapt to the new nature of the environment. Thus Quirk is an agency where a culture of learning, innovation and curiosity allows some of the best and brightest minds in the business to push the boundaries of creativity and technology.

Mr. Schneider shared insights on the main aspects to consider when conducting marketing in a digital space. He looked at the ever-changing micro and macro environments, and getting into detail on the trends marketers are currently faced with when operating in this digital space. The students were completely intrigued with the informative yet fun and exciting presentation. Many enjoyed the thrill of being able to interact on social media pages during the length of the presentation, tweeting and commenting on the home pages about the exciting session.



Quirk Marketing gets students tweeting on social media

Guest lecture in the BCom (Hons) class Students learn about Marketing in the rest of Africa

On 25 February, Mr. Oscar Tshifure (Business Development Director at Plus 94 Research) informed the Contemporary Marketing Management Issues Honours students about Marketing in the rest of Africa. Mr. Tshifure explained that the African continent is full of growth opportunities that companies should be taking advantage of. He highlighted that M-Pesa, which brought banking to the unbanked, has shown great success by allowing Africans to send money to each other using their cellphones. Another success story highlighted was that of Chese Nyama which has expanded its footprint through the African continent and America.

Mr. Tshifure revealed that the African market is one that demands quality products and which is highly brand conscious overall. Thus Africa is no longer a continent where products can be 'dumped' and pushed onto the African consumer. When distributing a product on the African continent, companies should be aware of certain demographics and cultural issues that, if not adhered to, could be detrimental to the organisation's success. The class was highly informed and thrilled by

the presentation as well as Mr. Tshifure's bubbly nature which kept the interest of the students throughout the presentation.



Mr Oscar Tshifure (Business Development Director at Plus 94 Research)

Students learn more about marketing research

BCom (Hons) student Christiaan Vrey reports on the visit by Petar Soldo

Prof Danie Petzer introduced guest lecturer, Mr. Petar Soldo on 8 March 2016 in the Marketing Research Honours class. Mr. Soldo is the former CEO of TMS Research and holds a Master of Philosophy (MPhil) specialising in Marketing Research from The University of Pretoria. Due to his big love for everything digital, Mr. Soldo started a new business in 2015 and he is currently the CEO of Digital Republic.

He informed the class about the market research industry in South Africa and stated that it is a ±R2.5 billion industry. He also emphasised that most people don't understand research and its great capabilities and consequences. He gave the class an example by introducing them to the Trax software and its ability to even track up to date relevant social media impacts like the #feesmustfall protests. In his experience, companies are usually data rich and insight poor, and thus they need professionals in the industry to help them process the data into a usable and relevant format. To be a marketing researcher you need to be above all else curious and never accept an answer as being the only correct one. The statement of "why" was highlighted as a very important part of finding relevant marketing research problems to solve.

In conclusion he commented that market- and marketing research is an ever-increasing relevant branch of marketing. Mr. Soldo opened a lot of student's eyes to the possibilities and effects of marketing research on businesses and in greater length, the economy of South Africa.



Ms Aaliah Limbada and Mr Petar Soldo

Students learn about experiential marketing

Dawn Klatzko inspires BCom (Hons) students

During the class on 10 March, Ms Cunningham invited Mrs. Dawn Klatzko as a guest speaker in the Contemporary Marketing Management Issues Honours class. She has a history in the advertising and marketing world. Mrs. Klatzko had started out at the age of 17 and obtained her marketing degree through night school. She has been the MD at Metropolitan Republic, the MD of Power 98.7 and has had a string of her own businesses. However, she wanted to branch off into another area too – motivational speaking. She is busy writing a book "The Art of the Suit" and is using her experience in the field as a Business and Executive Coach.



Dawn Klatzko

Mrs. Klatzko started off with informing the students about experiential marketing and the effects it has on the target audience. Essentially it allows the organisation proximity to the customer, insights, and the opportunity to engage with the consumer. Mrs. Klatzko continued her presentation with her "The Art of the Suit" where she took the students on a journey by openly sharing the ups and downs of the working world. The presentation allowed for the students to self-reflect and contemplate how they should handle certain situations. She specifically encouraged them to be RED – always Resilient, Enthusiastic and Determined.

Students crunch numbers

BCom (Hons) students learn about marketing metrics

During the class on 14 April 2016, the students were well informed and updated on the topic of Marketing Metrics. The topic was discussed by Ms. Claire Davies, a former BCom Honours (Marketing Management) student who is now the Head of Client Experience for Savings and Investments at FNB.

What is Marketing Metrics?

Marketing Metrics is a method of proving the impact of marketing strategies. It represents the correlation of the success or failure of the campaign that was conducted. It also provides insight into the effectiveness of the features that are displayed in all adverts and campaigns. If the features are represented well enough and have a lasting effect in the hearts and minds of consumers within the market, then ultimately the marketing campaigns and strategies have been successful.

The target market plays the most important role in any marketing operation, as every marketing aspect is based on attracting their attention, thereby making the features the most important element of the adverts. The class was enlightened with the differential factors within marketing metrics, how it is conducted, and how it is used later in the evaluation of the campaigns that are currently in progress. It is important to keep in mind that marketing metrics should always be discussed among key role players in the company as decisions may have long-term effects. This could then impact on the profitability and sustainability of the company. Due to the numerous numbers of different metrics that marketers may use, it is vital that they choose the one that is most relevant to their campaigns and the company. The way forward for marketers to reach and gather data is through the digital space, and it has thus become easier to generate results and feedback relating to the campaigns, using different platforms and mediums.



Claire Davies (UJ Alumna and Head of client at FNB)

Collaboration in the Digital space – a winning recipe

Alfred Mukudu teaches students about IT and Marketing

Mr. Alfred Mukudu, Lead Business Consultant at BSG, shared his recipe for mutually successful collaboration between Marketing and IT with the BCom (Hons) students. Marketing has come a long way due to the growth of digital technology. With a generation of consumers who are informed and tech-oriented, the line between marketing and IT is becoming less defined. As a result, these two functions can no longer work exclusively from each other.

Speaking from an IT perspective, Mr. Mukudu shared his views on how marketers can get the best results from their IT counterparts.

1. A brief is a business requirement - Requirements have rules, and it is important to be as clear as possible on the expectations and to set success criteria for guidance.
2. Take time to understand learning styles and preferences - This will help you deliver your brief in a way that is understood for better implementation.
3. IT personnel are creative too - Even though they focus on function over form, giving them some creative leeway makes them more likely to find solutions to your tech-oriented problems.
4. Changes are more expensive the later they are raised – Marketing and IT personnel can benefit from working in cross-functional teams in order to take advantage of short feedback loops that facilitate iterative and/or incremental delivery of projects. Marketing and IT are fast becoming two sides of the same coin, and the question is no longer 'whether' they should align, but rather 'how'.



Alfred Mukudu (Lead consultant at BSG)

Bringing industry experts to class

Standard Bank executives hone BTech Marketing students on Competitive Intelligence

Guest lecturing by industry experts forms a vital part of students' learning experience in the Department of Marketing Management. On 4 May 2016, the BTech Marketing IV class presented by Professor Mercy Mpinganjira, hosted three executives from Standard Bank. They were:

Mzoxolo Gulwa - Senior Manager: Competitive Intelligence (CI) at Standard Bank. Mzo heads a team that is mandated to support the Bank's Africa-focused strategy with actionable competitive intelligence. He holds a Master of Commerce (MCom) degree in Business Management and has a strong passion for education. For the past two years he has been working closely with Prof Mpinganjira, assisting BTech students with their Marketing IV projects free of charge. The project is aimed at assisting students develop practical skills on developing competitive strategies.

Phuti Manamela - Competitive Intelligence Manager at Standard Bank. In this role, Phuti is responsible for the day-to-day outputs of competitive intelligence, as well as supporting the organisation with its competitive intelligence needs. He has a special interest in competitor advertising analysis, supporting the organisation in analysing what competitors are trying to communicate with their clients through advertising. During the visit, Phuti facilitated a lecture on 'Competitor Response Analysis'.

Pearl Venkatraman – She is currently a Senior Manager in Standard Bank, looking after customer value propositions for the Small Enterprise portfolio. She is an MBA (Cum Laude) graduate of GIBS. Pearl is passionate about education in South Africa and has participated in an English tutoring programme via The Uhambo Africa Programme. In 2016, she sponsored a female scholar's education and tuition through the MH Foundation. During the visit Pearl's lecture was titled 'The Role of Marketing in Business'.



Standard Bank experts and BTech Marketing students

The Gautrain comes to class

Mr Ashton Bodrick addresses BCom (Hons) students

The Bcom (Hons) Marketing Management class was fortunate to be visited by Mr. Ashton Bodrick from the

Gautrain on 18 February 2016. The students were excited to broaden their knowledge about the Gautrain and the way it operates. Mr. Bodrick shared with the students the future plans and events with which the Gautrain wants to be involved in. Mr. Bodrick continued that the Gautrain management is making sure they know of major events that are taking place so that they can serve the community. They make sure that they have a schedule for events like soccer, cricket, and rugby. There are five Gautrain stations and they plan to increase the number of routes to better serve the community. The students were interactive and learned a lot, and Mr Bodrick made sure he gave the students the information they need regarding the Gautrain.



When failing is fantastic!

The WeChat business developer addresses the BCom (Hons) students

On 3 March 2016, the BCom Marketing Honours class was honoured with the presence of Mr. Simukayi Mukuna, who in addition to his current success working at the digital company WeChat as Business Development: Multichoice, he also has vast entrepreneurial experience and wisdom from a past digital start-up he founded before lack of funding forced him to close shop. As he explained the operations of his business, one couldn't help but think, "The African Netflix," and be impressed by his vision for the business and for the people he planned to serve.

One would assume that most people would prefer to talk about their expertise and success stories so it was a pleasant surprise when Mr. Mukuna chose to share why his digital start-up eventually failed. More importantly, was his focus on some of the lessons he learned that have made him a better person and businessman.

Lesson 1 - How big is the hole in your bucket?

When it comes to getting customers, you will win some and lose some. Constant measurement of your vitals will keep you focused on what's important and help minimise losses.

Lesson 2 – Get sufficient funding and then some more

One of the main reasons for failure was related to funding. The cost of acquiring customers was much higher than the returns even, after several rounds of funding. If your business is relying on funding, Mr. Mukuna advises that you add an extra 30% to what you estimate you need.

Lesson 3 - Teamwork makes the dream work Because of the staff limitations, the value of effort and skills by

the team is crucial. Make sure that key players are pulling their weight to achieve your objectives.

Lesson 4 - Investor relationships are like a marriage
In his words, "Should the relationship go sour, courting is quickly forgotten and no one forgets the divorce." Long-term relationships are better built on aligned values and ongoing mutual beneficial exchange.

Andy Hadfield, a South African digital entrepreneur, points out on his website that even though failure isn't a bad thing, the cultural stigma attached to it makes it difficult for entrepreneurs to keep trying after a business bust. Contrary to this perception in the US, failure is worn like a badge of honour. That's why he is quick to share his battle stories with the hope of creating a better culture around start-up failure by focusing on the lessons learnt (Andy Hadfield, 2016). The students say it was inspiring to hear that Mr. Mukuna was better off having gone through the experience. At the very least, he now knows what NOT to do and can help others avoid similar pitfalls.



Simukayi Mukuna (Business Developer WeChat)

NPO benefits from student expertise

Wollies Animal project increase their adoption rates

Our group (Charl Barkhuizen, Luca Gallarate, Humang Taunyane, Jeffrey Mosehla, Elwin Smith and Anthony Charalambous – BCom (Hons) students) had the opportunity to take part in the global Google Online Marketing Challenge as part of the Honours Marketing Management programme. The challenge is based on giving students exposure to practical digital strategy and at the same time, helping small businesses experience search engine marketing as a sales channel. Instead of a small business, our group got the idea of



helping out a non-profit organisation, so that they can reap the rewards of increased digital exposure.

We decided to base our campaign on the amazing Wollies Animal Project in Pretoria North, as they receive no government funding and are completely reliant on public funding to shelter and rehome abandoned animals. After meeting with shelter staff, we immediately knew that we had made the right choice and started planning our campaign. Using the \$250 sponsored to us by Google, we focused on awareness, donations and animal adoptions as the key points for our campaign. The campaign was focused on intercepting search-user traffic for pet stores and animal breeders before they reached their destinations, and diverted them to the Wollies Animal Project website.

The campaign was a HUGE success, with puppy adoptions increasing to 34% and adult dog adoptions with 63%, in comparison with the same time period in the previous year. Although this was fantastic news, we realised that this kind of marketing is something that Wollies desperately needs to sustain their operations and to keep the animals healthy and fed. For that reason, we are now in the process of applying for a Google Online Advertising Grant on their behalf, so that the shelter can continue to create awareness for animals in need.

We'd like to thank the Department of Marketing Management, Ms Nontu Mashaba, the Wollies Animal Project and Google for the opportunity to run this campaign.

BTech student featured on SABC 1's i-Dentity show

Meet Mr. Emmanuel Masonwabe Fuma

Mr. Fuma was featured on SABC 1's i-Dentity programme in May 2016. This is a multi-faith show that is fresh and modern and aims to share stories about faith with the South African youth. Mr. Fuma was invited to the show where we discussed his personal life story, his spiritual passions, and his road to becoming a social entrepreneur with a passion to develop people.

He is involved with the following organisations and initiatives:

- Co-founder and Executive Chairman at the Mentorship Foundation Africa: A non-profit organisation focused on rural and township youth development.
- Co-founder and Executive Director at RGW: A private business coaching company aimed at coaching young entrepreneurs and start-ups.
- Chief Executive Officer at the Institute of Business Advisors South Africa National Youth Chapter: An organisation composed of young professionals, aspiring business advisors, business coaches and

mentors serving the Small, Micro, and Medium Enterprises (SMMEs) in South Africa.

- He is Marketing Director at WA Azania Aroma: A black-owned manufacturer and seller of women's fragrances/perfumes and men's colognes inspired by international brands. A business born from the need to probe and to investigate entrepreneurship as a tool to realise our true potential as young, black entrepreneurs.
- Deputy President at Enactus-University of Johannesburg: A global organisation of students mandated to curb socio-economic disparities faced by poor and underprivileged communities.

A consistently top performing student in the Department since his first year as a Diploma student in 2012, Mr. Fuma is now enrolled for his BTech in Marketing and plans on taking his studies further next year by applying for his Honours. Mr Fuma is a true inspiration to his fellow UJ students and the South African youth in general. The Department is incredibly proud of this dedicated young man and wishes him all the best with his future endeavours.



Mr. Fuma

UJ launches first-year mentorship programme

Ms Dilotsotlhe reports on the Department's mentors

The Mentorship programme 2016 is targeted at UJ's first-year students where the Mentor (a trained 2nd or 3rd year student) gives personal guidance and friendship during the first semester of the first year's life at UJ.

The mentors also assist the students by ensuring that they know where to get support should they encounter



any challenges that are affecting their studies at the university.

The Mentor gets assigned a maximum of 10 first-year students and they are required to meet or make contact via WhatsApp at least once a

week. The Mentors are expected to be role models and assist with setting goals for their mentees, both academically and personally. The programme is doing well and both the mentors and mentees are seeing the benefits of having such a programme.

Top performing students awarded Department hosts annual prize-giving

Every year the Department identifies and rewards its top performing student in each year of study and on each of its qualifications. These students' achievements are celebrated at an annual prize-giving ceremony, hosted in their honour. This year's ceremony took place on 20 April. The event commenced with a warm welcome from acting HoD Prof Mpinganjira, followed by guest speaker Pepe Marais (Joe Public) who shared some inspiring insights, life truths and words of motivation with the students. Each student was also awarded with a certificate of achievement and a cash prize. This year's prizes were sponsored by JUTA, Renault, PPS, Spar, Testkraft and Colgate-Palmolive. The Department's long-standing partner, Primedia also attended the function where they awarded deserving second year students in the Department with bursaries. The Department wishes to extend a warm congratulation to each of the top performing students and would like to thank Pepe Marais for making the time to act as guest speaker. Our appreciation is also extended to our sponsors.



BCom Marketing Management student receiving a certificate

DEPARTMENTAL ACTIVITIES

Legendary Professor visits the Department

Prof Naresh Malhotra welcomed at the Department

The Department is delighted to announce that Prof Naresh Malhotra has been appointed as a Distinguished Professor to the Department and Faculty of Management for 2016 – 2018. Prof Malhotra's first visit to the Department was from 16 to 20 May 2016. During his visit he presented workshops on *Qualitative and quantitative research approaches*, *Publishing in scholarly journals*, and he also presented an open lecture on the topic of *The globalization of business and markets and entry mode strategies*. In addition, Prof Malhotra engaged with staff members to discuss two exciting research projects that the staff will be collaborating with him. Prof Malhotra was well received by the department's staff and strategic partners and the Department is overjoyed to welcome him on board as a Distinguished Professor and member of the Department.



Prof Naresh Malhotra presenting at the Open lecture

More about Prof Malhotra: He is a renowned scholar and was named a Marketing Legend in 2010 by the Academy of Marketing Science and the Sheth Foundation, based on his lifetime contributions to marketing research. As part of this honour, 117 of Malhotra's journal articles were published in nine volumes by Sage Publications. He is one of only nine people worldwide to receive this distinction.

After earning his doctorate from the University at Buffalo School of Management in 1979, Prof Malhotra spent 30 years in the faculty of the Georgia Tech College of Management, retiring in 2009 as a Regents' Professor, the highest academic rank in the University System of Georgia.

His academic work has focused primarily on two areas, marketing research and consumer behaviour. He has published more than 125 papers in major refereed journals. Prof Malhotra has also consulted for business, non-profit and government organisations in the USA and abroad and has served as an expert witness in

legal and regulatory proceedings. He has special expertise in data analysis and statistical methods. He is the winner of numerous awards and honours for research, teaching, and service to the profession, including the Academy of Marketing Science, Outstanding Marketing Teaching Excellence Award, 2003.

Annual visit from esteemed Professor

Prof Göran Svensson visits the Department

Prof Svensson has been a visiting professor to the Department for many years. His 2016 visit to the Department took place from 1 to 5 March 2016. During this time, Prof Svensson taught advanced Marketing research on the Faculty's prestigious MCom programme, he met with staff members to discuss research collaborations, and presented two seminars. The two seminar topics included: Seminar 1: Contemporary process to test the theory of a research model through covariance-based structural equation modelling in business research. Is it science, quasi-science or just non-science? Seminar 2: Included article writing: Common pitfalls and contributions. The Department wishes to thank Prof Svensson for his ongoing support and visits to the Department and the Department looks forward to seeing him again in 2017.

More about Prof Svensson: Prof Göran Svensson is the Research Director of Kristiania University College and a Professor at Oslo School of Management, Norway, as well as the editor of the *European Business Review*.

PERSONNEL

A long flight to the United States Prof Mpinganjira attends the 2016 AMS conference

Prof Mercy Mpinganjira attended the 2016 Academy of Marketing Science (AMS) conference held at Disney's Contemporary Resort at Walt Disney World Resort's Magic Kingdom in the United States of America from 18 to 21 May 2016.

Prof Mpinganjira presented a paper there entitled: "Encouraging the give and take mentality: An examination of factors influencing reciprocity in online health communities". Prof Mpinganjira's feedback was that it



was a truly amazing experience. She attended top quality research presentations, encountered great network opportunities and above all, had lots of fun!

Lecturer on the run

Mr Ryan Mathaba shows off his running skills

Mr Ryan Mathaba, lecturer at the Department is a dedicated athlete that loves running. In March 2016 he competed in the Old Mutual Two Oceans 12km trail run and won the third position. He also participated in the 56km ultra marathon the following day.



Mr. Mathaba with his medal

Staff profile

Get to know the legend...Mr. Sibusiso Gwebu

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

I enjoy travelling, camping and hunting.

What are your research interests?

Services and B2B marketing.

What were you doing before academia?

I jumped straight to academia after my studies. I did other things, like consulting, whilst in academia.

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

I would be running a business on a full-time basis.

Where do you see yourself in 5 years?

Being a PhD who not only contributes to academic research, but also makes waves in the business environment.

What kind of music do you listen to?

Pretty much everything. However, I have a strong bias towards R&B and house music.

What's your favourite TV show?

I love watching documentaries about the Wild Africa.

What do you enjoy reading?

I prefer academic books as opposed to books on untested theories based on people's opinion. However, I am currently reading a South African book by Collen Lemawane titled, "Why broke when there is so much info?"

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

Not really. The closest to encountering an embarrassing moment was when I made an example about something old that students did not know about. Then one of the students commented, "Sir, you are now revealing your age".

Mr S. Gwebu

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

I think I would be a lion. When it hunts, it is patient. It waits for the perfect opportunity to strike.



Mr. Gwebu

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

I would buy an office block and name it after my father.



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