



The MarketingHub

Faculty of Management | Department of Marketing Management

April 2014 | Volume 9 | Edition 3

Departmental Activities

DEPARTMENTAL ACTIVITIES

Professor Göran Svensson visits the Department

Prof Göran Svensson from Sweden visited the Department from the 27th of February to the 8th of March 2014. During his visit Prof Svensson was involved in a number of initiatives including working on research projects, mentoring emerging researchers, facilitating a research seminar and lecturing the Marketing Research module on the highly rated MCOM programme.

Research Projects – Prof Svensson is currently involved in three group research projects with academic staff members in the Department. The projects are in the areas of:
Business to Business Relationship Quality - Collaborators include Prof Mercy Mpinganjira and Mr Marius Bresler.
Services Marketing - Collaborators include Prof Christine De Meyer and Prof Danie Petzer from North-West University.
Business Ethics – Collaborators include Prof Mornay Roberts-Lombard and Prof Mercy Mpinganjira.

Mentoring Emerging Researchers- Academic staff members who are studying towards their Master's and Doctoral studies were allocated time slots to consult with Prof Svensson on matters relating to their research. Prof Svensson assisted them in their research by providing valuable insights into their research objectives, questionnaires and the overall feasibility of their research.

Lecturing – From the 6th till the 8th of March, Prof Svesson lectured Advanced Marketing Reseach to Master of Commerce students specialising in Marketing. During the module, students were exposed to the technique of designing questionnaires as well as statistical analysis such as regression and structural equation modelling.

It was not all work and no play for Prof Svesson – the pictures are evidence to this. Four of the Department's staff members took Prof Svensson to the beautiful town of Dullstroom for two days, where everyone had lots of fun - shopping in the small town and dining at Harry's Pancakes. Further opportunities for research collaboration were also discussed during the breakaway.



Dr Isolde Lubbe, Ms Mariëtte Frazer, Prof Göran Svensson, Prof Christine De Meyer and Ms Beate Stiehler in Dullstroom

Workshops

Workshops

Prof Göran Svensson presented a Research Seminar on Structural Equation Modelling

The research seminar presented by Prof Göran Svensson which was open to all members of the Faculty of Management, was held on the 5th of March and focused on Structural Equation Modelling (SEM) using the statistical software package AMOS. SEM is a very sophisticated statistical technique used to test theoretical models and is growing in popularity amongst researchers. This workshop was a follow-up workshop from the introduction to SEM presented by Prof Svensson in 2013. Staff members and students thoroughly enjoyed the interactive session and commented that it was very helpful in assisting their current research projects.



Prof Svensson



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Departmental Functions

Departmental Functions

Top Achievers Awards Function

The Department's prize giving function where the Department annually honours its top students in each year of study was held on the 19th of March 2014. Guest speaker Ms. Katherine Madley (Executive: Group Strategy and Programmes at Alexander Forbes) gave an inspirational speech at the event and touched on some valuable life principles to guide our students on the road forward. The top students were each rewarded with R5 000 cash provided by the sponsors for the programme. Primedia also awarded full bursaries to seven of the Department's students at the function. The Department sincerely thanks all the sponsors involved.

The Sponsors included:

- Clearwater Mall and Spar – Best students, National Diploma Retail Management
- Annique and Justine – Best students, National Diploma in Marketing
- Testkraft – Best student, BTech Marketing
- Renault – Best students, BCom Marketing Management
- PPS – Best student, BCom Honours Marketing Management
- Primedia – Primedia presented students with bursaries to the value of R450 000

Our Top students for the year 2013:

| | |
|---------------------------|---|
| Monalisa Simangele Ndlovu | Best Diploma student in 1 st year Marketing Management |
| Zaid Lawrence | Best Diploma student in 2 nd year Marketing Management |
| Creshenda Robyn Kailler | Best Diploma student in 3 rd year Marketing Management |
| Thembelihle Lukhele | Best Diploma student in 1 st year Retail Management |
| Thomas Ngobeni | Best Diploma student in 2 nd year Retail Management |
| Shandi Els | Best Diploma student in 3 rd year Retail Management |
| Sibongile Dolly Mamatu | Best student in BTech Marketing Management degree |
| Jason Douglas Smith | Best student in 1 st year Marketing Management degree |
| Lunga Chiedza Tlou | Best student in 2 nd year Marketing Management degree |
| Alexander Smith | Best student in 3 rd year Marketing Management degree |
| Cameron Sean Smit | Best student in Marketing Management Honours degree |



Guest speaker Katherine Madley and Prof Christine De Meyer (HoD)



The Top Achievers, their parents and Department staff at the function

Industry Contacts

Industry Contact

Spectacular overkill in Advertising and the return of the Universal Soldier

Mr Alistair King (Chief Creative Officer from the King James Group) and Ms Katherine Madley (UJ Alumna and Executive: Group Strategy and Programmes) presented an open lecture on the 20th of March, which was hosted by the Department. The audience consisted of Departmental staff and students, academics from other universities and individuals from the Marketing and Advertising industry.

Katherine Madley discussed the role of the marketer and explained the importance of having the right agency that fits with your organisational culture and with whom you can have a relationship and trust to do the job. Alistair King discussed the role of the agency and emphasised the importance of creating advertisements that are not just the typically required and expected as one would often see in a particular product category, but to use an element of surprise and true creativity that touches the human mind and heart.

Industry Presentation: Export and Import Africa Summit

Prof Mercy Mpinganjira was invited to be one of the speakers at the Export and Import Africa Summit held at the Sandton Hilton Hotel, Johannesburg from the 18th to the 19th of February 2014. The title of her presentation was 'Assessing Economic Conditions of Free Trade Zones'.



Attendees eagerly listening as Alistair King presents at the open lecture



Prof Mercy Mpinganjira (right) with some of the delegates at the conference



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Working breakfast with South African Direct Selling Association

On Friday the 14th of March the Direct Selling Association (DSA) and National Diploma Marketing project co-ordinator, Dr Marius Wait had a working breakfast at the University's School of Tourism and Hotel (STH). At the breakfast, various Direct Selling distributors were introduced to the contract that their respective CEOs signed with the DSA and UJ. The purpose of this workshop was to inform the distributors of what is expected of them when working with the students on the DSA-UJ project. In total, 30 distributors attended this workshop. The DSA project forms part of a work-integrated learning (WIL) component for students enrolled for The National Diploma in Marketing and Retail. This project is packaged as a sales module, presented during the students' second year of study. Students need to reach sales targets to prove their ability to sell - an essential skill for any Marketer or Retail professional. Achieving a specific sales target not only ensures that the students pass the specific module, but also avails them the opportunity to earn an extra income.

Research

Best paper at 25th International Business Research Conference

Prof Mornay Roberts-Lombard presented a paper titled "A Guiding Framework for Streamlining the Choice of Method and Planning in Focus Group Research in South Africa" at the 25th International Business Research Conference in Cape Town in February 2014. The paper was presented on behalf of Dr Busani Dube from the Department of Marketing Management. The paper won the "Best paper award" at the conference. The conference was attended by academics from five continents and papers were delivered in various disciplines ranging from financial management, marketing management, general management and economics.

Global Conference on Business and Finance in Hawaii

Ms Mariette Frazer and Ms Beate Stiehler had a paper accepted at the Global Conference on Business and Finance. The paper was titled: Omnichannel Retailing: The merging of the online and offline environment. A true modern day conference, as the authors submitted the paper to an online section of the conference, where attendees could ask questions and submit comments online.

Visit to Belgium – Dr Helen Duh initiates Social Marketing studies

Dr Helen Duh visited the Research Centre for Marketing and Consumer Science, Faculty of Economics and Business, Katholieke Universiteit (KU) Leuven in Belgium from the 16th of January to the 3rd of February 2014. The objective of the visit was for Dr Duh to learn more about Social Marketing, as she wants to broaden it as a field of study within the Department. The Centre for Marketing and Consumer Science in Leuven teams up with behavioural economists and health psychologists to study real-life consumer social issues such as overspending, food choices, healthy living and general consumer well-being in their consumer lab, using mainly experimental research methods, which are yet to be used in South Africa. The staff at the centre took Dr Duh on a tour and briefed her on the functioning of their lab. They have also agreed to send one of their staff members to come to South Africa to replicate some of their studies, so that the Department's staff and students may learn experimental methods.



Prof Mornay Roberts-Lombard and Dr Busani Dube



Dr Helen Duh

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Our Students

Students selecting their WIL partner for 2014

At an exhibition held on Friday the 7th of March at the STH, students who are enrolled for the subjects Personal Selling and Sales Management in the National Diploma Marketing and Retail had to choose their company with which they prefer to work during 2014.

Five companies presented their goods to the students namely Annique (health and beauty care), Table Charm (cutlery and crockery), Tupperware, Genovese (curtains and bed linen) and Avon Justine (cosmetics). Students are given a set sales target to reach by selling products from their selected company and all rebates go to the students' pockets. After the expo, the students and the companies interact every Friday – as part of the normal timetable. During this time students are taught the order placement procedures, product training and administration, and financial management.

Pick n Pay Academy Graduation

The graduation of the Pick n Pay Academy was held at STH on the 25th of February 2014. In total, eight graduates took to the stage to receive their certificates. The group's two-year journey ended with a dinner event and was attended by the graduates' family members, key members of the Faculty of Management, the Department of Marketing Management and representatives from Pick n Pay's management. The students completed three certificates that are credit bearing towards the National Diploma in Retail Business Management at UJ. They will now start their employment at Pick n Pay as assistant store managers in the various regions across South Africa. The Department of Marketing Management would like to congratulate each of the graduates and we wish them all the success in their new careers.

Clearwater Mall Student Project for 2014 kicks off

For the third year running, the National Diploma Retail final year students will be involved in a project in partnership with Clearwater Mall on the West Rand in Johannesburg. The students are tasked with designing a fashion store that will fit into the mall. The groups of students need to draw from the knowledge and experience they have gained throughout their studies to present a realistic implementable strategy at the end of the project. This year the project will reach across Faculties in UJ to include students who major in Retail, Interior Design, Fashion Design and Fashion Management.

Students were divided into groups consisting of a combination of the various disciplines allowing group members to contribute to a specific area of the strategy. On the 20th of February, the students went to visit Clearwater Mall where they met with the management team of the mall who briefed them on the mall's target market and its strategy. In addition, the students were informed regarding the tenant requirements and typical cost of renting a shop within the mall so that the groups can come up with realistic budgets for their stores.



Students at the DSA expo



The Pick n Pay Academy Graduates



Students carefully listening to the brief presented by Clearwater management

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Our Students

First-year orientation

The BCom Marketing Management first-year orientation took place on Thursday the 30th of January 2014. All new first years were welcomed by Prof Christine De Meyer (HoD of the Department) who assured them of making an excellent choice in deciding to study Marketing Management at UJ. The remainder of the day was hosted by Ms Beate Stiehler, the BCom Marketing Management Programme Coordinator. The focus of this year's first-year orientation was to get students to feel at ease with their new environment and to make new friends.

Activities for the day included a 'get-to-know' each other session where groups of ten students headed by a lecturer were encouraged to chat and get to know one another, as well as to use the opportunity to ask the lecturers questions about their studies and being a first-year student. The second activity was a Campus Treasure Hunt - in the same groups of ten. Students were provided with six clues that they had to follow to get across the campus. The winning team took under 15 minutes to complete the activity. They arrived back completely out of breath from running right across the Kingsway Campus, but of course, their reward was well deserved and they got the treasure box filled with all sorts of goodies! The day was concluded with a lunch and some socialising between students.

The orientation for the National Diploma in Marketing and Retail and the Higher Certificate in Marketing was held on Friday, the 7th of February 2014 on the Bunting Road Campus. The orientation was hosted by Dr Marius Wait and Ms Mariëtte Frazer. During the orientation, all the Department's Diploma lecturers introduced themselves, and students were also informed during which year of their studies they would meet each lecturer. The orientation time is also used to inform new students about the rules and regulations pertaining to their studies at UJ, as well as their roles and responsibilities as students.

Reality TV goes green

Reality Rendezvous was the theme for the Marketing Management Honours Students' orientation session on the 24th of January. By incorporating a number of reality TV programmes, students were challenged to combine brains, sweat and balance in order to outwit, outplay and outlast the other teams! Students met at the UJ Grasdak Lapa where they were firstly introduced to the Honours lecturers for the year, whereafter Dr Lubbe explained all the 'do's and don'ts' of Marketing Honours.

Once all the administration was out of the way, it was time for the fun to begin. The session kicked off with THE APPRENTICE and the challenge was "How to GREEN outside the box?". Students were divided into smaller teams and each team was handed an empty cardboard box. Students were requested beforehand to bring along at least 5 recyclable items. Using the box and the recyclable items they had brought along, teams were challenged to design an advertisement/display for a company of their choice. It could have been anything – from a billboard, to an exhibition stand to a television advertisement! They could compile anything they could think of with their own creativity being the only challenge.



First-year BCom Marketing Management students – Winners of the treasure hunt



BCom Marketing Management (Honours) students in action on the day



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Adding some colour to the fun, students could help themselves to paint and colouring pens at the Colour Corner table. With an hour to go, students and lecturers were amazed with what they could achieve, given what they had when they started. With campaigns ranging from Saving the Rhino, to the computer of the future, a billboard for Kulula and The Green Cycle box, teams really outdid themselves and showed what they are made off.

After all the thinking and hard work in The Apprentice, it was time for fun! Teams competed against one another in a game of “MINUTE TO WIN IT”. With challenges ranging from “Biscuit Balance” to “Chop-Chop Coins” and “Sneeze Balls”. Students had to show that they have what it takes to win it in a minute! After all the fun and games of stacking cups, balancing cotton balls and dropping Marie biscuits, it was eventually time to break for lunch. Enjoying a boerewors roll, students chatted away and got to know their fellow mates who would be joining them for the year.

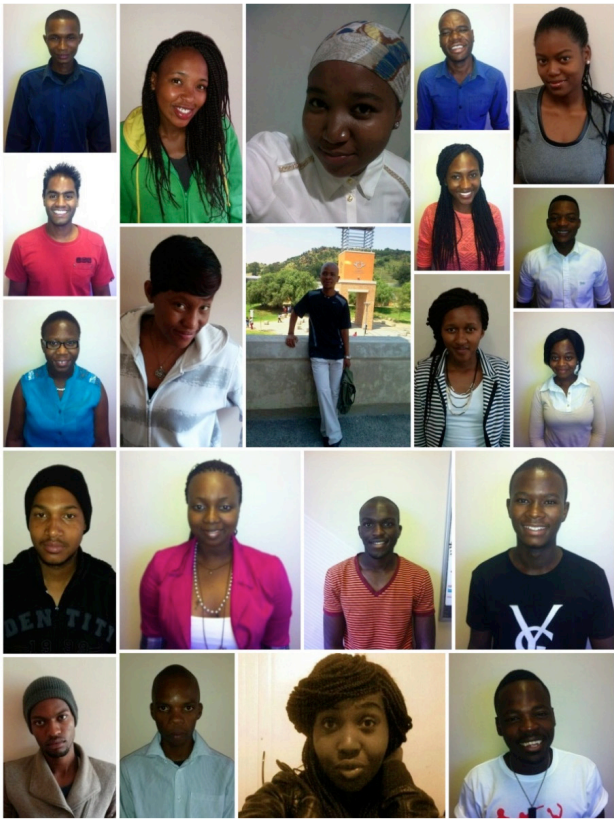
After lunch it was time for the last few formalities and ending off with the prize-giving. Prizes, in the form of Honours survival kits were awarded in the following categories: best team name, best team slogan, winners of The Apprentice and winners of Minute to Win it. The awards went to: Team 5 for the best team name (Green-o-vation), Team 7 for the best team slogan (Save the other colours, Go Green), Team 4 for The Apprentice with their Saving a Rhino Campaign, and Team 1 for Minute to Win it. The team that came in last with Minute to Win it, had to try their luck at Idols and also received a prize for their effort.

And so the fun came to an end and is it now time for a year of hard work and late nights to begin. The Department of Marketing Management would like to wish all the Honours students of 2014 the best of luck for the year ahead. The Department would also like to thank Elmarie Botes and Laureane du Plessis from Simply WOW Events who coordinated and facilitated the programme for the day.



BCom Marketing Management (Honours) students in action on the day

Our Tutors



DFC & Bunting Road Campuses

T. Ngobeni , L. Mukendi, T. Dladla, S. Mnaqabashe , R. Metsing, L. Mukendi, A. Dlmanini , B.Vilakazi , S. Molekwa, R.Lusunzi , T. Ngobeni , R. Metsing, M. Mamabolo , M. Radebe, D. Selepe, B.Vilakazi, N Dube

Soweto Campus

R Macheli, I Ntsoele, N Novela

Kingsway Campus

T Chabata, N Ndubane, P Mahlangu, L Chaduka, J Govender, M Makhubele, T Siphuma, A Mathlebyane, R Langa

Our Tutors



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Staff profile: Dr Isolde Lubbe

Dr Isolde Lubbe recently obtained her PhD in Marketing Management from the Department under the supervision of Prof Jooste and Prof Petzer. She is currently a lecturer to third and first-year students and manages the Department's BCom Honours programme. As we wanted to get to know her better, we asked her some questions:

What are your hobbies? What do you like doing in your free time?
I love running (especially half marathons) and cooking – trying out new recipes.

What were you doing before academia?
I lived in London (UK) where I worked for the Financial Services Marketing Department at KPMG. I was also the Head, UK Marketing Communications for Mazars (mid-tier accountancy firm). Upon returning to South Africa, I worked for Standard Bank and then joined UJ on a temporary (contract) basis in 2007.

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

Where do you see yourself in 5 years?
Less stressed, more sleep and children who can do their own homework!

What kind of music do you listen to?
Pop, Rock, Queen, Bruno Mars, Adele, Parlotones are some of my favourites. I also LOVE Musicals!

If you won R10 million what would be the first thing you would buy and why?
Around the world trip airfare ticket as I love travelling! I would love to go for a cooking course to learn about each country's cuisine.

What's your favourite TV show?
Grey's Anatomy, The Fixer, The Blacklist and "As ek sing" (Afrikaans movie).

What do you enjoy reading?
Suspense and Crime novels and mostly books by Francine Rivers.

Have you ever had an embarrassing moment in class? If so, please tell us about it.
I said Beyonce's song, IF you are a single lady...and the students laughed forever. As the lyrics are actually just "single ladies". Hehe!

If you were an animal what would you be and why?
A Hippo - everyone leaves you alone. If you want to be seen, you emerge from the water, but if you do not want to be seen, you dive back into the water you can swim all day long.

What are your research interests?
Consumer behaviour related issues – why do people buy, why do people choose certain services and products?



Dr Isolde Lubbe



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Ms Susan Schmidt receives a 15 years of service award

Ms Susan Schmidt - Secretary at the Department's Kingsway Campus - received her 15 years of service award in March. The easiest way to put it: Everyone knows Ms Schmidt. She is on the ball, knows the telephone extension of any person you want to contact within UJ, responds to emails in a flash, and just keeps everything going and running smoothly with the Department's administration.

Ms Schmidt first joined UJ in 1999 and worked for Prof. Pieter van Brakel at the Department of Information Management. When his term ended, she worked for Prof Adeliën Du Toit, until Prof Jooste head hunted her to work for the Department of Marketing Management in 2005. In Ms Schmidt's own words, "Prof Jooste was a real gentleman and I enjoyed working with him." Prof Jooste retired from UJ as the Head of the Department of Marketing Management at the end of 2011.

Ms. Schmidt is now working for the Department's current HoD, Prof Christine De Meyer and says that Prof De Meyer is very focused and knows what she wants and expects from her staff. Prof De Meyer expressed her admiration for Ms Schmidt when she states "I would be lost without Susan. She is such a valuable member of the team and makes my job so much easier. Her enthusiasm, wonderful sense of humour and dedication makes her a joy to work with. UJ has a gem in Susan". Ms Schmidt is the lynchpin of the Department and is always willing to go above and beyond – no matter what is asked of her.

Ms. Schmidt says that she will truly miss all the staff members when she retires in a few years, because she loves to be surrounded by people and enjoys the energy at the Department. Once retired, she will definitely invest all her time and energy in her family and especially her grandchildren, whom she adores and loves dearly.

The Department would like to extend a thank you to Ms Schmidt, for all her dedication, help and support over the years. The Department appreciates everything you do. Congratulations on your 15 years of service award!

Passing away of Dr Busani Dube

It is with great sadness that the Department of Marketing Management bids farewell to Dr Busani Dube, an upcoming researcher and colleague in the Department who passed away on the 10th of April 2014.

Dr Dube joined the Department of Marketing Management on the 1st of January 2006. During his time at UJ, he lectured Marketing Research on the third-year National Diploma Marketing and BTech Marketing programme. Dr Dube was also the programme coordinator for the BTech programme.

He obtained his PhD in Marketing Management at UJ in 2012 under the supervision of Prof Roberts-Lombard and Prof Jooste. A research paper developed from Dr Dube's PhD and co-authored by Prof Mornay Robert-Lombard, recently won the best paper award at the 25th International Business Research Conference in Cape Town. Dr Dube also presented his work on Focus Group Research at the South African Marketing Research Association conference.

The Department's thoughts and prayers are with his family. He will be dearly missed by the Department's staff members and students.



Ms Susan Schmidt: Secretary in the Department of Marketing Management



Dr Busani Dube

Personnel



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Some words from the Department's staff members

“Dr Busani Dube was a humble man who helped others through their difficulties. It is a great loss not only to the Department, but to the entire South Africa. He was a young upcoming researcher and dedicated his life to the profession he loved most-teaching.” – **Mr Phineas Mbango**

“Busani was a man proud of his culture and heritage. He lived up to the values in which he believed.” - **Prof Mornay Roberts-Lombard**

“I will never forget how Dr Dube was always grateful when he asked me to help him with something... even if it was the smallest of tasks. He would always say “ah Beate... you’re a star”.” – **Ms Beate Stiehler**

“I think it is very sad that Dr Dube passed away so soon after having obtained his PhD. He fell ill shortly after his graduation and never really got the opportunity to fully use the title he had worked so hard for. ” – **Dr Marius Wait**

“Busani’s passing will leave an undeniable void within the Department. I will always remember his ready smile and our conversations about work and the importance of family and faith. Busani had a quick wit and always made us laugh. His smile and humour will be sorely missed.” – **Prof Christine De Meyer**

“Courageous, tenacious, a sense of humour, but by far - a loving fear of God. Busani had courage: a mental, moral strength to venture, persevere, and withstand fear or difficulty. How many times, the PhD was a mountain he wanted to hop, skip and jump around, but he faced it and climbed it step by step with strength and tenacity. Humorous, always a joke in his pocket vivaciously delivered. What made him special was his ability to joke about, and with himself. For many years I was never sure if he was seriously looking for wife number two and wife number three, but the puzzle on my face just kept him going on with this joke for many years. However, he only had eyes for his only wife and child and we pray that God’s protection rest upon them. Busani’s loving fear of God is captured by the Bible scripture in Hebrews 13:5-6. “For He Himself has said, “I will never leave you nor forsake you.” So we may boldly say: “The LORD is my helper; I will not fear. What can man do to me?” May we all take the lessons from death: it awaits us all, life is short, live it courageously, with more humour and with a loving fear of God.” – **Dr. Isolde Lubbe**

Who knows when the end is reached?
Death may be the beginning of life.
How do I know that love of life is
not a delusion after all?
How do I know that he who dreads to
die is as a child who has lost the
way and cannot find his way home?
How do I know that the dead repent of
having previously clung to life?
Chuang Tse

When someone you adore passes on, there is a resilient temptation to remember them conceivably a little too well. Transgressions are overlooked. Wrongdoings are pardoned. Only the most sterling and incomparable characteristics of our cherished ones make it into the version of those that we preserve with us when they depart.



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Dr Dube's only fault was leaving behind a department that so much loved him and desperately needed him to live longer. A doyen of Marketing Management, a versatile researcher, an avid teacher, a dependable colleague and a responsible family man has been lost. But as Chuang Tse captures it above: 'death may be the beginning of life'.

I came across Dr Dube, whom I affectionately called Dr 'D', when I joined UJ's Department of Marketing Management as lecturer a little over a year ago. I will never forget how Dr Dube helped me, guarded and guided me over the months; generously sharing his time and experiences with me. Although he was diminutive in stature, he had an imposing presence through his arguments and constructive controversies. At meetings, he spoke his mind unequivocally on thorny issues that most of us avoided. His sensitivity and anxiety on these issues would occasionally get the better of him. He always told me that if he could not get the kind of life that he would like, he would find satisfaction and happiness in fighting for and guiding those who are around him to get a deserving life. This resolve of his always reminds me of my famous quote of Dr Martin Luther King, Jr., which reads: "An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity."

Due to his passion for teaching and mentoring, for fairness in the face of impartiality and for guidance in the midst of bewilderment, Dr Dube would be profoundly missed. The corridors of the Department would never be the same without him. The best thing that you have bequeathed to me is your example. But as you rest from your life's long labour, the great teacher as you were should know that you have made your family and the UJ's Department of Marketing Management proud. Though we mourn your passing away inconsolably, we take consolation in the following words of -Eskimo Legend:

Perhaps they are not stars but rather
openings in Heaven where the love of our lost
ones shines down to let us know they are happy

Farewell Dr. 'D'! We will always pray for you till the day we meet again!!

- **Mr Daniel Maduku**

As language and technical editor of Busani's Master's and PhD, I also experienced the privilege and pleasure of sharing lots of time with him. His frequent visits to my house were filled with his sense of humour, but also embarrassed laughter about his use of wrong words, language errors that slipped in, and references that forever went missing! However, with this came the serious concern of whether his dissertation and thesis would be good enough to earn him his M and PhD that would be worthy of the Department of Marketing Management, the committed and excellent supervisors who guided him in this endeavour, and his family of whom he always spoke with such tenderness.

His progress and improvement throughout the period since our first consultation to the exhilarating phone call to inform me, "we have eventually done it!" will always bring fond memories of Busani. Very seldom have I worked with a student who went on to complete his postgraduate studies with so much pride and such a broad smile.

- **Elsabeth Marnitz**