STAFF SPECIALISATION AREAS 2022

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

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

……………………