

OUR STUDENTS

STUDENTS AWARDED FOR EXCEPTIONAL SALES SKILLS

National Diploma Marketing and Retail Business Management students excel at DSA awards

On the 22nd of July 2015, the annual Direct Selling Association (DSA) gala was held at the Indaba Hotel in Fourways. At this event, the Department's top three best performing students per DSA company were awarded for achieving outstanding sales targets and for their hard work.

A total of 12 students from the two diploma courses received awards for excelling in selling products for Avon/Justine, Genovese, Tupperware and Table Charm respectively. Students were awarded with part-bursaries to pay for their studies, as well as product hampers from the participating companies. This special event was also attended by the honourable Ms Elizabeth Thabethe, ANC Deputy Minister of Small Business Development.

The DSA project forms part of a work-integrated learning (WIL) component for students enrolled for The National Diploma in Marketing and Diploma in Retail Business Management. 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.



The Department's students, together with Mr Ernest du Toit (DSA Chairman and CEO of Annique Health and Beauty), Ms Elizabeth Thabethe (ANC Deputy Minister), Cornelle van Graan (DSA vice Chairman and CEO of Sportron) and Dr Marius Wait (Department of Marketing Management, UJ)

TOP PERFORMING STUDENTS AWARDED

Department hosts the annual Club 15 Awards Ceremony

On the 12th of August 2015, the Department hosted its annual Club 15 Awards Ceremony. Every year, the Department honours the five top performing students in each year of academic study of the Department's undergraduate programmes. The students were each awarded a certificate of recognition for their academic dedication and a Club 15 T-shirt that they wear once a week on campus.

Dr Wait (Deputy HoD, Bunting Road) welcomed the students at the ceremony, followed by an inspirational talk by Ms Cornelle van Graan (Direct Selling Association Vice Chairman and CEO of Sportron) who addressed the students. The Department wishes to congratulate its students on this achievement and wish them well for the remainder of their studies.



The Department's Club 15 students 2015

BCOM MARKETING MANAGEMENT FIRST YEARS TASKED WITH EXCITING PRACTICAL ASSIGNMENT

First year student, Trisha Nutall provides her perspective

Ms N Cunningham gave the first year students three options when it came to selecting their assignment task. Our group chose to run a social media campaign for Jewels of Hope. We ran the campaign over four weeks, creating posts for Facebook, Twitter and Instagram. Although it was our first time doing a practical assignment, I was looking forward to running the campaign.

I decided to step up and grab the opportunity to be group leader and head the social media campaign so I could not only prove to others but also myself, that I have the ability to lead a group of people and, as a team, make a success of the assignment. It took a lot of time, planning and dedication but it was thoroughly enjoyable. I felt it was rewarding to put our knowledge to use and live in the life of a marketer, gaining practical experience. I enjoyed this assignment so much that I have decided to continue to market for Jewels of Hope on a part-time basis.

I believe this assignment is a good choice for first year students as it gives us the opportunity to discover whether we really do like marketing or not. It is an experience to grow and it is exciting to be given the responsibility to run a marketing campaign for an NGO. As we all know, you need experience to get a job so if the university makes an effort to create assignments that contribute to giving us experience, it is very beneficial for us as students and it also benefits the university, as individuals would much rather want to study at a university where they can gain practical experience as well as theoretical knowledge. We extend our appreciation to Ms Cunningham for this opportunity.

Overall, I believe this assignment was a success and it should definitely be continued in the years to come.

CEO THANKS FIRST YEAR BCOM MARKETING MANAGEMENT STUDENTS

Students do excellent work promoting the NGO, Jules of Hope with social media campaign

“How will we ever be able to say **Thank You** for everything you have done to promote Jewels of Hope in the past month?

We went from 278 reaches on the 7th September, to 1 177 reaches today (6th October) on our Facebook page! We now have 368 people who like our page! We have had very interesting posts on our Facebook page that highlight the success stories of the children we

have helped through the jewellery-making activities; lovely photos of the jewellery that really show how beautiful the pieces are, and even a competition to get people to post photos of themselves wearing a piece of jewellery.

Our exposure was further spread by having a new Instagram account, and reviving our Twitter account. Covering all these major social media platforms means that our organisation is now much better known, and we have established something of a footprint “out there”.

We are also delighted to see the beautiful, clear photos of the jewellery on our website in our online shop – these will definitely encourage people to buy our jewellery.

At our most recent Board meeting on Saturday, 3rd October, all the Board members commented on the recent busyness on the Facebook page, and they commended you, as a group, for the great work that you have done to help put Jewels of Hope on the social media map.

More than all besides this excellent work, may we thank you most sincerely for going to meet with the children in Zandspruit on a very hot day, and for the donations of gardening equipment and seeds that you brought with you. It meant so much to the children to have you take the time to visit them, chat with them, and spend that time with them in their vegetable garden.

It is this special, **personal touch**, that will remain in the children’s hearts and memories – a gesture that may have seemed ordinary to you, has gone a long way in helping these children to believe in humanity.



Thank you all again, very much – and may we wish you all the best in your studies!”

This letter was written by Co-CEO of Jewels of Hope, Janine Ward.

For more information on Jewels of Hope, visit: www.jewelsofhope.org

GOOGLE COMES TO CLASS

Student Aldune Campher reports on the visit

What happens in Vegas, goes on the Internet...I’m sure everybody has heard of the phrase what happens in Vegas stays in Vegas? I recently attended a very interesting lecture on social media by Ms Kristy Grant of Google South Africa and she informed us that the phrase no longer holds true and has changed in the social media environment.

The social media sensation is taking off and spreading its wings right here in South Africa. Most major

companies already have well established mobile and Internet sites, as well as mobile apps with some big players like Audi making use of the social media platform.

As a marketer, Kristy mentioned a ton of useful social media marketing tools that a business could use; from creating likability and earning trust from your users, to being familiar in your community. She had warned us that although social media has been used to better one's social image, there are also drawbacks. Whatever goes on the Internet stays on the Internet, being good or bad content. A marketer has to be very conscious of what is published and how it affects the company's image.

In conclusion, social media is an ever increasing relevant branch of marketing. That is why I enjoyed Ms Grant's lecture immensely. My class and I look forward to new and inspiring online adventures initiated by Google South Africa.



Ms Kristy Grant (Industry Manager, Google SA)

STUDENT AWARDED WITH PhD

Dr Elmarie Strydom receives her PhD in Marketing Management

Dr Elmarie Strydom received her PhD on the 29th of July 2015. The title of her study: *A multidimensional customer value model for the high fashion retail industry*. Her supervisors were Prof Danie Petzer and Prof Christine De Meyer-Heydenrych (HoD of the Department).



Dr Elmarie Strydom with Department staff members

UJ ALUMNI AND STRATEGIC EXPERT VISITS DEPARTMENT

Katherine Madley from Alexander Forbes addresses third-year BCom students

Enriching students' learning experience in the class through the invitation of industry experts, is central to the BCom Marketing Management programme. Head of Strategy and Innovation at Alexander Forbes, Ms Katherine Madley was invited to address the 3rd year BCom Marketing Management students on the 18th of September 2015. Ms Madley explained the importance of innovation to the students, as well as its challenges and importance for competitive advantage in organisations. She also provided practical examples of how she has started to involve employees at Alexander Forbes in the quest for developing innovative products and explained how the entire process for implementing innovation comes together. The Department wishes to thank Ms Madley for her ongoing passion to share her knowledge and continued support for the Department and its students.

PREPARING FOR THE WORLD OF WORK

Third-year BCom students are prepared for entering the industry

HR specialist, Mr Dieter Veldsman presented a lecture on "How to prepare yourself for the world of work" to the BCom third-year students on the 28th of August 2015. Mr Veldsman is the Director: Organisational Psychologist at The HR Touch.

Mr Veldsman educated the students on how to start the process of identifying a potential employer where you would like to work, what to expect during interviews, developing a CV and how to handle typical interview questions. He also addressed the importance of understanding what organisations look for and being able to answer, "Why should I employ you?" Other important areas he briefed students on included gaining Business Acumen, Technical Competencies, Behavioural Competencies and Core Organisational Competencies.

The lecture concluded with a "How to survive your first three months at work". The Department wishes to thank Mr Veldsman for enlightening our graduates and in improving their understanding of what to expect when entering the world of work.



Mr Dieter Veldsman addresses BCom third-year students

EMPLOYER BRAND SPECIALIST VISITS THE DEPARTMENT

Jenali Skuse from Universum addresses BCom (Hons) students

Ms Jenali Skuse, an employer branding consultant at Universum addressed the BCom (Hons) students on the 17th of September 2015. She works with top employers in South Africa and helps them to define, refine and implement their employer brand strategies in order to become more attractive employers. She provided honours students with great insight in the importance of employer branding versus corporate branding. With great background in collecting, processing, analysing and presenting all research for the South African market as well as having explored the mountains, beaches and jungles of South America for six months, it does not come as a surprise that Ms Skuse would pursue a branding career.

Ms Skuse highlighted the fact that corporate branding is no longer enough in order to attract well skilled employees for a brand. Instead, incorporating employees into the company's branding as well as ensuring that everything that is done by the brand is data driven, in other words, making the brand top of mind to the best candidates by telling a story with substance. She also highlighted important factors that result in the brand being appealing and attractive to the right skilled candidates such as: credibility and trustworthy, the message the brand send out should correspond with potential employees' desires, thus resulting in long-term sustainability which in turn provides the brand with a distinct edge that differentiates the brand from other brands. Great brands such as Unilever, KPMG and Deloitte have made great use of the employer branding concept, thus resulting in the distinctive factor that drives these brands, providing them with the pedestal needed to attract the best employee. Ms Skuse's background and skills provided the honours students with a sense of direction on how a brand should be marketed, irrespective of the industry within which the brand falls.



Dr Lubbe and Ms Skuse

FROM STUDENT TO GUEST LECTURER

Mr. Bradley Shodries addresses the BCom 2nd year students

Mr Bradley Shodries, a Marketing Strategist for FNB addressed the BCom 2nd year students on the 14th of September 2015 on the topic 'Executing the creative and planning the media mix.' Mr Shodries emphasised the importance of the customer and knowing and understanding your customer, before developing any marketing material. In your mind, you as the marketer need to know who you are talking to, where you are going to find them, and through this identify the touch points.

Social media was also discussed and the technicalities that need to be considered around platforms needing to look the same, as customers will always reach your site from various media, as well as the importance of tone and a consistent messages across all platforms.

Mr Bradley Shodries attained top of his class in BCom (Hons) in Marketing Management during 2014. We are proud of our Alumni's success and wish Mr Shodries all the best in his career.



Mr Shodries and Dr Lubbe

DEPARTMENTAL ACTIVITIES

DEPARTMENT HOSTS OPEN LECTURE

Prof Prem Shamdasani talks about Sustainable Market Leadership

Prof Prem Shamdasani addressed students and staff at an open lecture hosted by the Department on the 27th of July 2015. He is an Associate Professor of Marketing at the National University of Singapore and his topic for the lecture was Sustainable Market Leadership. He informed students and staff about the importance of an organisation's commitment to its brand/s, achieving brand differentiation, the role of customers' emotional attachment to the brand, how customers become brand evangelists, and the importance of using innovation as product life cycles become shorter. The lecture was very insightful and was thoroughly enjoyed by both students and staff.

Aside from teaching graduate and executive MBA courses, Dr Shamdasani is very active in executive development and training and has worked with more than 80 companies globally such as Caterpillar, Johnson & Johnson, MHE-Demag, L'Oreal, McDonald's, Nokia, Sony, Samsung, IBM, Microsoft, 3M and DuPont, to name but a few. The Department wishes to thank Prof Shamdasani for his special visit to the Department.



Prof Prem Shamdasani

CONFERENCE TIME IN CAPE TOWN

Department's staff members and students present papers at SAIMS

The annual South African Institute of Management Scientists conference was hosted by the University of Cape Town and took place from 30 August to 1 September 2015. Ms Helen Duh, Mr Daniel Maduku, Prof Mercy Mpinganjira, Dr Isolde Lubbe, Ms Nicole Cunningham and Ms Beate Stiehler-Mulder, all attended the conference and presented papers. Department students who presented papers included: Mr B Shodries, Mr WL Jackson and Mr RM Shamhuyenzva.

Paper titles included:

Investigating the influence of age on the perception of risk factors when shopping for apparel. *N Cunningham & CF De Meyer-Heydenrych*

Factors predicting Generation Y consumers' propensity to trust online word-of-mouth information concerning fast-food products. *RM Shamhuyenzva, M Roberts-Lombard & E van Tonder*

Why do students intend to start/continue using e-books? Towards a unified view. *DK Maduku*

Influencing online customer affective conditions: The role of website aesthetics. *M Mpinganjira*

Happiness and Generation Y money attitudes. *HI Duh*

The relationship between negative emotions and perceived justice for retail bank clients after a service failure. *BW Shodries & BE Stiehler-Mulder*



Mr B Shodries presenting his paper at SAIMS

INTERNATIONAL INVOLVEMENT

INTERNATIONAL BUSINESS CONFERENCE (IBC) IN ZAMBIA

Three Department staff members present papers at the annual IBC

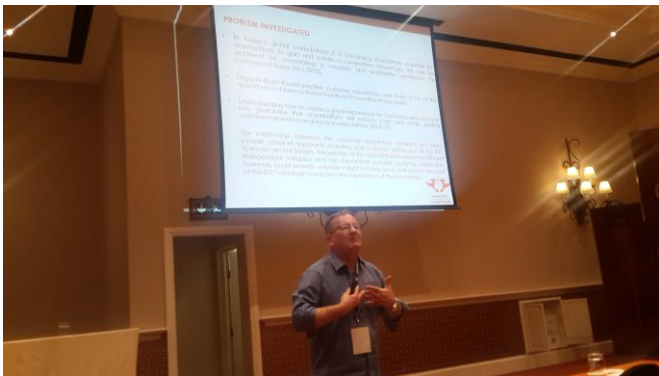
Prof Mornay Roberts-Lombard, Ms Beate Stiehler-Mulder and Ms Mariëtte Frazer represented the Department at the annual IBC conference held in Zambia from 21 to 23 September 2015. Prof Roberts-Lombard was elected as a member of the IBC conference committee in 2014.

Ms Frazer and Ms Stiehler-Mulder co-authored and presented two papers entitled: Omnichannel Retailing: Enhancing the Retailer's participation in consumer decision-making, and South African Consumers' perspective on the 2013 Meat Scandal: A qualitative analysis (co-authors: Mr M Bresler and Dr E Botha, UCT).

Prof Roberts-Lombard presented two papers entitled: Customer Experience and its Relationship to Customer Satisfaction at the Industrial Development Corporation (IDC) in South Africa (co-author: Mr T Shipping) and

The influence of People, Positioning and Performance as internal marketing elements on brand awareness within a service environment (co-author: Dr E Conradie).

The conference allowed for networking opportunities with both local and international academics and was thoroughly enjoyed by all.



Prof Roberts-Lombard presenting a paper at IBC

A VISIT TO THE BEAUTIFUL CITY OF WINDHOEK

Department's staff attend Academy of Business and Emerging Markets

The 2015 ABEM conference took place in Windhoek, Namibia from 4 – 6 August 2015. Prof Mornay Roberts-Lombard was co-chair of the conference and provided the delegates with a warm welcome to Windhoek on the first day. Ms Nicole Cunningham, Ms Nontu Mashaba and Dr Lubbe attended the conference. Paper titles that were presented included:

Investigating the influence of home language on online shopping behaviour. N Cunningham and CF De Meyer-Heydenrych.

The influence of service failure severity on perceived justice by consumers in the banking industry. CF De Meyer-Heydenrych, I Lubbe & LM Welthagen.

The influence of service failure severity on the behavioural intention of banking industry consumers. N Mashaba & N Rheeder.



Ms Cunningham, Prof Roberts-Lombard, Dr Lubbe and Ms Mashaba

INDUSTRY INVOLVEMENT

DEPARTMENT STAFF MEMBER ELECTED TO SERVE ON PRESTIGIOUS BOARD

MASA elects Prof Roberts-Lombard to serve on their board

Prof Roberts-Lombard was elected to serve on the Marketing Association of South Africa's (MASA) board as a member. Only ten members are selected and the board advises the organisation on processes for assessor and moderator appointment as well as the standardising of academic content.



For more information on MASA visit:

<http://www.marketingsa.co.za/about/>

COMMUNITY ENGAGEMENT

BLANKETS FOR MADIBA DAY

Department joins forces with the Department Business Management to produce hand-made blankets

As a Department, we were driven to be part of THE 67 MINUTES OF MANDELA DAY, looking into giving HOPE to those in need. It all started with a target of 67 blankets, a way of how people who were interested could lend a hand and three approaches were practised:

- Knitting – we hand knitted 2 blankets and entered into the UJ blanket competition, and they were handed over by the committee handling the competition.
- Make Fleece – we made 40 blankets.
- We invited staff and students on the 25th of May to join in making blankets. It was a beautiful Monday morning at 8 a.m. and we targeted to make 40 blankets by the end of the business day, and of course, the mission was accomplished! Breakfast and lunch was served with snacks and drinks, with due thanks to Ms Susan Schmidt for organising the entire day and especially the material for the blankets.
- Donate a blanky – 44 blankets were collected from students and staff members (by June 2015).

In total 84 blankets were made and collected by staff members.

With the energy and the ecstatic drive, the Departments of Business Management and Transport and Logistics

decided to join our drive, and we ended up with **150 blankets** for the needy.

After all this collection, the distribution of the blankets took place, the first 75 blankets were given to the Huis Hoëveld Old Age Home, and on that day we had “high tea with three Department staff members and the Huis Hoëveld members”. It was such a beautiful day filled with cakes, snacks and lunch.

The rest of the blankets were given to the Orlando Children’s Home. For the love of sweet things like kids, we brought them cakes and fun time began when we were playing with them, creating a most fulfilling feeling. **Long live the Mandela spirit, long live Tata!**



PERSONNEL

FAREWELL TO DR DUH

DR Helen Duh leaves the Department

The Department is sad to announce that Dr Helen Duh left the Department at the end of September 2015. We wish her well in her future endeavours.



Dr Helen Duh

WELCOME PROF PETZER

Prof Danie Petzer joins the Department

Prof Petzer will join the Department on 1 November 2015. He holds a PhD from NWU, is a NRF C2-rated researcher, has contributed over 40 articles in high-impact journals among which in the coveted “The Journal of Services Marketing”, leading to a citation h-index of 6. He serves as an Honorary Professor in Marketing Management at the Oslo School of Management, is the Editor for the South African Journal of Economic and Management Sciences, and serves as Associate Editor (Africa) for the European Business Review.



Prof Danie Petzer