



# The MarketingHub

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Our Students

## OUR STUDENTS

### *The Department welcomes the new Pick n Pay Academy students*

The Pick n Pay Academy Programme is a two year programme in which a group of specially recruited Pick n Pay employees complete three Retail Management certificates. These certificates are credit bearing towards the Diploma Retail Management. Upon successfully completing the certificates, the students are appointed as trainee store managers at various Pick n Pay stores across the country. This year, the academy consists of all females students and they were warmly welcomed by the Department during an orientation session held on the 1st of April 2014. The Department would like to wish these students all the best for the start of the programme and looks forward to seeing them all graduating successfully in two years' time.

### *Pick n Pay Corporate Programme Graduation*

On the 23rd of April 2014, the students from the Pick n Pay Corporate Programme had their graduation at the Pick n Pay Fourways Institute. After one year of block courses, these students completed the Introduction to Retailing certificate, which is credit bearing towards the Diploma Retail Management. The completion of this certificate qualifies the students to become potential candidates to apply for the Management Development Programme at the Wholesale and Retail Seta. Prof Roodt (Vice-Dean: Research at the Faculty of Management) attended the graduation, together with Ms. Frazer (Programme Coordinator) and Ms Stiehler. Prof Roodt addressed the students at the graduation and congratulated them on their achievement. The Department wishes the Pick n Pay Corporate Programme students all the best for the future.

### *The Department's BCom Honours Marketing Management students join forces with the Department of Engineering to promote the UJ Solar car*

As part of the subject Practical Marketing, the BCom Honours Marketing Management students were challenged with a practical assignment to promote the UJ Department of Engineering's Solar Car, which is designed and built by the fourth year engineering students. The subject Practical Marketing is aimed at enhancing students' practical and soft skills in order to prepare them for the Marketing Industry.

The Department identified a need to create awareness about the UJ Solar car on an internal basis, as very few students and staff at the University are actually aware of this project. In order to promote the UJ Solar car and to create awareness, the students could either put together a video which could be uploaded onto Youtube or they could create practical activations on the various UJ campuses.

In total, three groups created videos and five groups set up campus activations on all four UJ campuses. The success of the videos and activations was measured in terms of the amount of social media interaction generated. The videos were measured based on the number of views they received and the activations on the number of tweets and Facebook likes they generated during the time of the activation.



The Pick n Pay Academy staff and students at the orientation day held on Bunting Road



Pick n Pay Academy students proudly receive their certificates



Prof Roodt addresses the students and Pick n Pay staff at the graduation





For the activations, the students were told that the Engineering Department would deliver the UJ Solar car at the activations and provide them with a PA system – the rest was in their hands. The students did not fail to impress, and came up with wonderfully creative ideas to get fellow students to engage with the Solar car, to tweet about it and to like the UJ Solar car Facebook page.

The Engineering Department was thoroughly impressed by the students' creativity and professionalism in the execution of the events and videos, as well as the incredible increase in activity on their social media pages as a result of the initiatives. The Department would like to thank and congratulate all the BCom Honours Marketing Management students for their hard work and dedication to the project, as well as the Engineering Department for giving the students the opportunity to get involved with such a fun project that served them with the opportunity to practise their marketing skills.

***Follow these links to watch the students' videos:***

UJ Solar Car (Mpho and Tatenda: Discover Solar) - <https://www.youtube.com/watch?v=omUwZcpYB9Y&feature=youtu.be>

UJ Solar car (An idea to save the planet) - [https://www.youtube.com/watch?v=6d\\_OrzJRUto&app=desktop](https://www.youtube.com/watch?v=6d_OrzJRUto&app=desktop)



***Massmart challenges BCom Honours students to develop a sustainability strategy***

Ms Dumisile Mokoena, a Sustainability Specialist at Massmart, presented a lecture on sustainability to the BCom Honours Marketing Management students during May 2014. She explained what sustainability is about, and provided examples of how Massmart as an organisation is implementing sustainability initiatives.

A challenge currently faced by Massmart is the fact that they have several initiatives, but they are not actively promoting their passion for sustainability to their customers and general stakeholders. Massmart decided to present the students with a challenge to come up with a marketing strategy to create better awareness of the company's sustainability efforts. The students who produced the most realistic and creative strategies' plans will be sent to Massmart for review, and should Massmart decide to implement any of these strategies, they will generously reward the students.

***Honours students being awarded Special Honours Bursary from the Faculty of Management***

Fourteen full-time Honours students have been awarded a Special Honours Bursary from the Faculty of Management that will cover their tuition fees for 2014. Students who applied for the bursary had to obtain at least a 65% average in the final year of their undergraduate degree. In exchange for the bursary, the students are required to work eight hours a week at the Department on either the APK or APB campus. The students who were awarded the bursary are: Mr LM Welthagen, Mr MD Fernandez, Mr L Chaduka, Ms K Watson, Ms N Snyman, Mr ANJ Smith, Mr TP Mahlangu, Mr BW Shodries, Ms C Blom, Ms PL Nhlapo, Mr TT Chabata, Mr AM Bulbulia, Ms MW Makhubele and Mr MA Goncalves. The Department would like to congratulate these students on being awarded this bursary and thank the Faculty of Management for their generosity.



Ms Mokoena from Massmart addressing the BCom Honours students in class



Some of BCom Honours students who received bursaries

# Departmental Functions

## *Students awarded for their academic performance at the Club 15 function*

Every year, the Department identifies its top 15 best performing students in each academic year on the Diploma Retail Management, ND Marketing and BCom Marketing Management programmes. These students were invited to attend a special function hosted by the Department during May 2014, to honour them for their hard work and academic success. This year, Cornel van Graan (CEO at Sportron) addressed the students and she encouraged them to keep on working hard, to never stop learning and to be enthusiastic go getters. After the presentation the students were awarded with special certificates, as well as a Club 15 T-shirt, which they wear to class on specific days during the week. The Department is immensely proud of its top achievers and would like to congratulate all of them on this accomplishment!



The Department's Club 15 students  
2014

## *Annual presentation at the DSJ School's Career Day*

The Department presented at the Deutsche Internationale Schule Johannesburg's annual Career Day on the 13th of May 2014. Ms Cunningham addressed the students and provided insights about what marketing entails, and what to expect of a career in marketing. She also showed them some exciting marketing videos and played marketing games with the students.



# Community Engagement

## *BCom Marketing Management second year students reach out to the community and enhance their marketing skills*

As part of an initiative to support local communities and to develop students' practical skills, the Department's second year Marketing Management students were assigned with a project to develop a marketing plan for a non-profit organisation of their choice. The students had to visit the organisations, assess their challenges and then develop a marketing plan to assist the organisation's promotional functions. The students were also encouraged to offer their help and they did this by spending a day at these organisations where they were able to really get involved. The marketing plans developed by the students were submitted to the various non-profit organisations and may be implemented as the organisations see fit. The following non-profit organisations were targeted by the students:

Al-Imdaad Foundation, Ethembeni Babies' Home, The Cradle of Hope, Epworth Children's Village, The Roodepoort Inner City Outreach Organisation, KV Maths Centre, Hotel Hope, Save the Seed, The Divine Life Society of South Africa, Four Paws, For the Kids, The Starfish Greathearts Foundation, Ethembeni Children's Home.



Prof Roberts-Lombard with staff  
members at the Australian  
Institute of Higher Education

# International Involvement

## *Prof Roberts-Lombard visits Australia*

Prof Roberts-Lombard visited the Australian Institute of Higher Education (AIH) in Sydney during May 2014 on invitation as Visiting Professor. Prof Roberts-Lombard taught at the University and presented seminars on collaborative research. This was his second visit after the signing of a Memorandum of Understanding (MOU) between AIH and the University of Johannesburg.



# Research

## ***Dr Grubliauskiene's visits UJ's Marketing Department to help conduct one of the first consumer experiments in South Africa***

Consumer researchers often slip into the easy habit of using surveys, focus groups and interview methods when doing market research, indeed these methods dominate market research practice in South Africa. Ryals and Wilson (2005) contend that an experimental method is the only rigorous research method involving the manipulation of a variable to test how it changes or causes a change in another variable. The experimental method uses a control group, random assignment and the manipulation of variables to test a hypothesis. While a survey predicts behaviour, an experiment is the best method when one needs to make causal statements – statements about why and how something happens.

Dr Grubliauskiene from the Research Centre for Marketing and Consumer Science, at the Katholieke Universiteit (KU) Leuven in Belgium visited the Department from the 22nd of April to the 18th of May 2014 to teach experimental methods and to jointly conduct one of the first consumer experiments in South Africa under the following topics:

1. Prior food exposure and the ability to resist consumption temptation among young adult consumers.
2. The moderating role of childhood poverty in the relationship between prior food exposure and the ability to resist consumption temptation among adult consumers.
3. The moderating role of insecurity on the relationship between communicated threat in social marketing campaigns (e.g., don't drink and drive and HIV kills) and the intention to act responsibly.

Dr Grubliauskiene's trip to South Africa was fully sponsored by KU Leuven's Research Centre for Marketing and Consumer Science, with the recommendation and approval of her Director, Prof Siegfried Dewitte.

Respondents to the consumer experiment:  
A convenience sample of Dr Duh's students participated in the experiments and the majority reported back that they loved the opportunity presented to them to participate in the experiments. Some of them said that the threat video they watched as part of the experiment on "don't drink and drive" and "HIV kills", will have a long lasting impact on them.

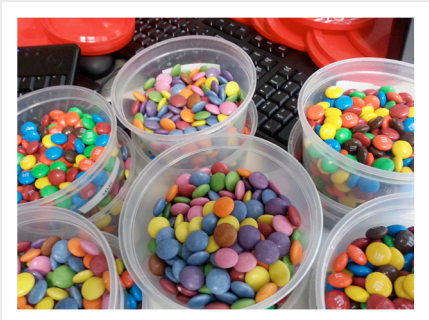
Staff and students who assisted in the consumer experiments:

- Dr Duh – Social marketing project leader and host of Dr Grubliauskiene – KU Leuven visitor and co-social marketing researcher
- Paul Issock – UJ PhD student working on the social marketing project
- Emile Nkwei – UJ PhD student working on the social marketing project
- Bulbulia Azhar – Honours student who assisted in conducting the consumer experiment
- Relebohile Metsing – Btech student who assisted in conducting the consumer experiment
- Molekwa Sandile – Btech student who assisted in conducting the consumer experiment

In addition to learning how consumer experiments are conducted, the students enjoyed the experience. Dr Wait, Ms Stiehler and Dr Duh plan to conduct further experiments with school children in July 2014. The Department wishes to thank Dr Grubliauskiene and the Research Centre for Marketing and Consumer Science at the Katholieke Universiteit (KU) Leuven in Belgium for presenting the Department with this wonderful opportunity.



The students on the Bunting road campus during the experiment



The M&M's used to test temptation



Mr Issock, Dr Helen Duh, Dr Grubliauskiene and Mr Nkwei

***Papers accepted at the South African Institute of Management Sciences (SAIMS)***

Congratulations to Prof De Meyer, Prof Roberts-Lombard, Mr Bresler, Ms Cunningham, Dr Wait and Ms Stiehler for having papers accepted at the annual 2014 SAIMS conference to be held at the Vaal River in September 2014.

***Papers published***

Congratulations to the following staff members who have papers accepted in Journals:

- Prof Mpingajira had a paper accepted in Management Dynamics
- Mr Maduku had a paper accepted in the Journal of Contemporary Management
- Prof De Meyer, Ms Maritz and Prof Petzer co-authored an article published in Acta Commercii
- Dr Duh had a paper published in the Journal of Family and Economic Issues
- Dr Duh had a paper accepted for publication in the International Journal of Emerging Markets

Personnel

***Mr Marius Bresler says farewell to the Department***

After being employed at the Department for almost five years, Mr Bresler sadly resigned during May 2014 to join Momentum as a Marketing Communication specialist. This is a wonderful opportunity for Mr Bresler and even though he will be dearly missed, the Department wishes him well for the future and would like to thank him for his hard work and dedication during his time at the Department.

***NRF Scarce Skills Master’s Scholarship***

Ms Cunningham, a lecturer at the Department, was awarded an NRF Scarce Skills Master’s Scholarship bursary to the value of R70 000 for 2014. The Department would like to congratulate Ms Cunningham and wish her well with her Master’s study being completed under the supervision of Prof De Meyer.

***Staff Profile: Dr Wait***

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

I am a gym fanatic. I spend much of my free time inside a gym doing several activities, from the odd spinning class, cross-fit, body building and I am also a qualified aerobics step instructor for Virgin Active.

**What are your research interests?**

I like to do research on Sales Management and Direct Selling, this is a neglected research area. I am 1 of only 5 people in SA that holds a PhD in that specific field. I also have a very good working relationship with the Direct Selling Association of South Africa, having received a Service Excellence Award from them in 2012.

**What were you doing before academia?**

I was the Corporate Relations person for the South African Veterinary Association. I was the liaison between the industry (pharmaceuticals), veterinarians and the public. I was the face of the veterinary profession and had regular articles in magazines like Animal Talk.

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

Hopefully on a tropical island somewhere wearing a neon green speedo...



Mr Bresler



Ms Cunningham



Dr Wait

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

Life sometimes throws us ugly curve-balls, but I like my job and my industry, I don't see myself doing anything else.

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

I like a wide variety of music; I grew up typically Afrikaans and like that genre. I just don't like rap, it hits a nerve!!!!!!

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

Ancient Aliens, Modern Family and Big Bang Theory – in that order.

**What do you enjoy reading?**

Love Dan Brown.

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

Can't actually recall one...nope.

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

A Burmese Python – I am a keen herpetologist. Snakes, especially the big ones, demand attention and respect.

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

Buy a tropical island to escape to and wear my neon green speedo!

