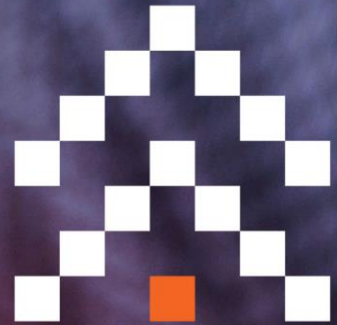


Continuing Education and Short Learning Programmes

MARKETING 101



DEPARTMENT OF
MARKETING MANAGEMENT



**The Future
Reimagined**



MARKETING 101

Key contact information

Programme Coordinator

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Departmental Secretary

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MARKETING 101

1. GENERAL

Thank you for your interest in the Marketing 101 certificate offered by the Department of Marketing Management at the University of Johannesburg. This document will provide a detailed overview of the certificate.

2. ABOUT THIS CERTIFICATE

This certificate is applicable for students who are interested in developing their marketing-related knowledge. The certificate introduces students to concepts that underpin marketing, mainly in a consumer product context. These concepts focus on an introduction to marketing, the marketing environment, consumer behaviour, marketing research and the 7P's of marketing. With this understanding, students will be in a position to practically apply the concepts to improve marketing strategies.

Application closing date	Enquire from the Programme Coordinator
Duration of study	12 continuous weeks (online studies)
Campus the qualification is based on	UJ, Kingsway Campus (APK)
Contact details (Programme Coordinator)	Prof N Cunningham marketing101@uj.ac.za 011 559 1421

What are the costs for the Marketing 101 certificate?


R 16 850.00 (not NSFAS funded)

What do the costs include:

- Registration fee
- UJ Student card
- Online lecture slides and classes
- 12 weeks of workshops for assignments
- Content developed by specialists in the field
- Access to an Online Learning Platform

3. COMPOSITION OF THE PROGRAMME

The programme is offered over 14 weeks (fully online). Students are expected to engage with and study the online content. The programme will consist of individual and group assignments and one test which aims to test both the theoretical and practical understanding of the module. Once the programme is complete, students are expected to write a formal examination in order to obtain a final mark for the certificate.



OUTCOMES FOR MARKETING 101 CERTIFICATE

<p>Explain the fundamental concepts of marketing;</p>	<ul style="list-style-type: none"> • Explain the importance of marketing in an organisation. • Differentiate correctly between the different marketing philosophies. • Explain and apply fundamental marketing concepts to a scenario or case study
<p>Examine the impact the marketing environment has on the marketing function;</p>	<ul style="list-style-type: none"> • Differentiate between the macro-, micro- and internal-environments • Assess the various elements included in the marketing environment • Evaluate the importance of the marketing environment within the marketing function of an organisation • Apply the marketing environment to a scenario or case study • Conduct a SWOT analysis for a given scenario or case study
<p>Research, analyse and evaluate consumer behaviour</p>	<ul style="list-style-type: none"> • Describe the importance of marketing research • Examine and apply the marketing research process to a given scenario or case study • Describe the importance of understanding consumer behaviour • Examine the factors influencing consumer behaviour and the different types of consumer buying decisions • Explain and apply the stages in the consumer decision-making process to a given scenario or case study • Describe the importance of segmentation, targeting and positioning of what? and how this is achieved • Illustrate a perceptual map • Practically use the STP process to identify and select an appropriate target market for a given product or service
<p>Evaluate and utilise the marketing mix to enhance the marketing function;</p>	<ul style="list-style-type: none"> • Identify the 7Ps that make up the marketing mix • Explain how products are developed and the decisions that need to be followed when managing a product or service? • Explain the various pricing decisions that need to be made in order to set the right price • Describe the options available when distributing products through marketing channels • Describe the retailing landscape in South Africa • Explain the role of promotions in the marketing mix • Identify and explain the various tools available when promoting a product or service

	<ul style="list-style-type: none"> • Describe the process to be followed when developing an integrated marketing communications strategy • Examine the marketing mix elements applicable to services • Apply and utilise the marketing mix to a given scenario or case study
Outline the ethical considerations that effect the marketing function; and	<ul style="list-style-type: none"> • Describe the nature of ethics in marketing • Apply ethical considerations to the marketing mix • Identify and explain the various business and consumer laws that marketers should be aware of
Develop a marketing plan for a given case study, topic or scenario.	<ul style="list-style-type: none"> • Conduct the necessary research required for the development of a marketing plan • Produce a comprehensive marketing plan based on a given scenario or case study

4. ENTRANCE REQUIREMENTS

Applicants will only be considered if they meet the below entrance requirements:

- A valid National Senior Certificate (NSC) with higher certificate endorsement

5. APPLICATION PROCESS

Applications are open twice a year. Please contact the Programme Coordinator for the specific dates. Please note that the programme will only run if the minimum amount of students are registered for the programme.

To apply download and complete the two forms on the [course webpage](#) and accompany these forms with a certified copy of your ID and matric certificate. Once you have all four documents completed email all four documents to Mrs Sadie Buys-Meyer @ sadieb@uj.ac.za AND to marketing101@uj.ac.za

6. FURTHER STUDIES

The certificate is offered on NQF level 5 (32 credits). Once complete, students will receive credit for both Marketing 1A and 1B either on the Marketing Diploma or for the same modules offered on the Higher Certificate on Marketing and Sales.

Ready to apply?

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7. CONTACT

Please contact the Marketing 101 Programme Coordinator

Prof N Cunningham

Contact details: marketing101@uj.ac.za / 011 559 1421

Departmental Secretary: Mrs Sadie Buys-Meyer (sadie@uj.ac.za / 011 559 1414).

