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**EXTENDED
LEARNING**

Introduction to Marketing



Durban

OUR WORLD IS CHANGING... SHOULDN'T YOU?



Introduction to Marketing

Programme overview & objectives:

Marketing is a critical function in all organisations be they private or public, product or service providers and for-profit or not-for-profit organisations. Marketing is about understanding your customers and providing them with value so they remain satisfied and loyal. An entry level marketing module is necessary for the progression to more advanced marketing modules such as Strategic Marketing Management.

The purpose of this course is to provide students with a working knowledge of the activities involved in developing marketing programmes and strategies to achieve competitive advantage. Learner attention will be focused on the value of understanding the customers of their products and services, be they in a private or public setting.

How you will benefit. You will learn to:

- Understand the principles of marketing as they apply to all types of organisations
- Understand the role marketing plays in these organisations
- Effectively work in a team
- Critically evaluate marketing situations and develop responsible solutions to problems encountered in the dynamic business environment
- Communicate effectively with marketing managers in the business environment

Key focus areas:

- The marketing concept
- The marketing environment
- Who are customers? - Consumer versus business buyer behaviour
- Marketing research and marketing information systems
- Marketing strategy development
- Marketing mix decisions including product, price, place and promotional decisions and the Service Mix

Who should attend:

- Anyone working in Marketing departments or who wishes to acquire the skills and knowledge to better equip them for a marketing position
- Anyone running their own business who needs to develop their understanding of the role and value of marketing as a management discipline
- Alternatively students may have expertise in other professions and may wish to broaden their skills and knowledge set by incorporating Marketing to improve their employability

Entrance requirements:

Matric and/or relevant industry experience

Facilitators include:



Professor Debbie Ellis

Debbie is an Associate Professor in Marketing in the School of Management, IT and Governance at the University of KwaZulu-Natal. She is a graduate of the University of Cape Town, South Africa and has a PhD from KTH Royal Institute of Technology, Sweden. Debbie has 25 years of teaching and research experience. Her work has been published in Business Horizons, the International Journal of Wine Business Research, the South African Journal of Business Management, South African Journal of Economic and Management Sciences, and the International Journal of Consumer Studies amongst others. Debbie has consulted for numerous companies on marketing plan and strategy development. Her primary areas of research interest include eco-consumption, social marketing, young consumers, consumer knowledge, wine marketing, sports marketing, strategic marketing planning and positioning.



UKZN Extended Learning (UEL) is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.

Programme fee:

The programme fee of R12 250 (incl. VAT) covers tuition, instruction material, lunches and refreshments

Duration:

5 Days (Two block sessions)

Dates:

For updated course dates, please contact us or see our website: www.ukznextendedlearning.com

Contact:

Percy Sishi T : +27 31 260 1853
E : sishis@ukzn.ac.za
www.ukznextendedlearning.com

University of KwaZulu-Natal, Howard College Campus,
Gate 9, Room 212, Innovation Centre, Rick Turner Road,
Durban, 4001