



Learn from the best to ensure success. Reasons we will be successful!

# BUSINESS

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#Chydaijnews

## Million reinvested in travel businesses

Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. Your brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy. The branding strategy you have should be consistent as it leads to a strong brand equity. The branding strategy you have should be consistent as it. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. Your brand tells your customers what they can have or expect from the products.



Business Company

123 Corporation (pvt) Ltd  
Kingsley Hill, Suite 1000  
Tel: 123-456-789-0  
Fax: 123-456-789-1

Date: 2/2/2016  
Invoice No: 0000001  
Customer ID: 223

Bill to: Curdibur suscipi LTD  
456 Pellentesque, Aliquid  
299 St. SUD 9999  
987-654-321

No.	Description	Quantity	Amount
1234	Ut rutrum	2	246.53
2345	Sed interdum odio	5	855.75
0034	Pellentesque	8	594.67
0460	Malesuada molest	3	450.74
4729	Integer varius	4	356.40
4830	Integer varius	7	450.00
4869	Quisque luctus	3	456.00
Subtotal			4500.45
Tax Rate			6.78%
Tax			765.87
Other			-
TOTAL Due			5241.12

08:10

# Practical Project Management 2019

# 9 THEORY meets practice

## PRACTICAL PROJECT MANAGEMENT (PPM)

This programme is highly sought-after in the marketplace as it equips entry-level managers with the skills to transform ideas into successful projects or ventures. Since its introduction in 1993, the programme has increasingly been updated to meet market needs. Its aim is to provide practical experience and knowledge in project management and it is designed to ensure that theoretical infrastructure complements practice.



# Practical Project Management

Tuition fees: R38,221.20



## ADMISSION

Applicants must have a Senior Certificate and at least three years' work experience.

## ON COMPLETION

After completing this one year programme, project leaders in the public and private sector with a Senior Certificate and a minimum of three years' work experience, will be equipped with the skills and abilities to apply project management principles and practices within the organisation.

## ASSESSMENT

1. Two assignments per module
2. An open-book exam will be written at the end of each semester.

## WHAT ARE THE BENEFITS

On successful completion of the programme, students will receive the Practical Project Management (PPM) Certificate from the Unisa Graduate School of Business Leadership (SBL), an internationally respected educational institution.

## REGISTRATION

The application and registration process for the PPM takes place from September 2018 until January 2019. Attendance at the PMP study school is compulsory and the dates of these events will be provided. Please note the Application Fee for 2019 is R160 and is in addition to the tuition fees.

Project planning



Project scheduling and control



Supply chain management



## MODULES

Labour law and contracts



Cost management



Managing people



## MORE INFORMATION

The link below provides more information on programmes on offer

<http://www.unisa.ac.za/sites/sbl/default/Programmes>

You may also contact our colleagues below for application and registration queries.

Dumisani Kewuti  
Tel: 011 652 0263  
Email: [kewutk@unisa.ac.za](mailto:kewutk@unisa.ac.za)

Letsai Mashishi  
011 652 0217  
[mashilw@unisa.ac.za](mailto:mashilw@unisa.ac.za)