

2017
PROGRAMME IN STRATEGIC MARKETING
FOR NON-MARKETING EXECUTIVES



It is widely accepted that marketing is not the sole responsibility of managers in marketing departments anymore. All managers must play a role in making marketing successful. The question is: “What role should different functional managers play?”

This programme equips all managers to participate in the development and implementation of marketing strategies in a meaningful way.



*Shaping **leaders** who shape organisations*

UNISA

After completing this three-month programme, managers outside the traditional marketing department will know the roles that they should play in making a meaningful contribution to planning and executing marketing strategy.

Marketing managers will also have more clarity on how to engage other management team members in the pursuit of marketing management excellence.

Admission requirements

Post-matric qualification to NQF level 7 AND five years' experience at a middle to senior management level. A portfolio of evidence of prior learning could also be considered.

Modules

Programme modules will cover all imperative marketing topics, such as:

- The contemporary marketing environment
- The context of strategic marketing management
- Managing a process of value-based marketing
- Planning and implementing marketing strategies – playing your part to ensure marketing success in any organisation
- Performance measurements to guide marketing success
- Understanding and managing sustainable marketing

The programme will be delivered through a blend of contact sessions (during a study school) as well as online engagement.

Assessment

Successful completion of the course is dependant on the submission of a portfolio of evidence.

Important dates

Intakes are planned for March and August.

Study school dates will be communicated after registration of participants.

Programme fee

The cost per participant for the programme is R12 800. This fee includes the cost of a prescribed textbook.

Contact details

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On successful completion of the programme, all participants will receive a "Strategic Marketing for Non-Marketing Executives" certificate from the Unisa Graduate School of Business Leadership (Unisa SBL), an internationally respected higher education institution.