



# Strategic Marketing for Management Teams

2021

Accelerate your  
competitive  
advantage

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## STRATEGIC MARKETING FOR MANAGEMENT TEAMS

The strength of this dynamic course lies in the interaction it stimulates among management team members, who together debate and decide on a suitable marketing strategy for their organisation.

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SBL  
GRADUATE SCHOOL OF  
BUSINESS LEADERSHIP  
UNISA



Tuition fees - Public Programme R15 900

# HOW IS THE PROGRAMME STRUCTURED?

Two formats are available, depending on the team's needs and circumstances. The SBL offers a public participation programme as well as an in-house programme. The duration of the programmes is approximately three months.

### Public participation programme - R15 900

The open/public participation programme combines online learning with face-to-face interaction. Participants will develop a marketing strategy with input from their management team members.

### In-house programme

The in-house format of the programme is offered as a customised intervention for a maximum of nine participants per organisation. The fee for the in-house programme will be based on the unique needs of the participating organisations.

# ASSESSMENT

Assessment will be based on the development of a suitable marketing strategy for participants' organisations for both public and in-house offerings.

# WHEN CAN YOU APPLY?

Applications for the SMMT are open until 30 June 2021. Please note the Application Fee for 2021 is R160 and is in addition to the tuition fees.

# FOR MORE INFORMATION

❖ Visit our website for more information and additional programmes on offer:

[www.unisa.ac.za/sites/sbl](http://www.unisa.ac.za/sites/sbl)

❖ Contact one of our Business Development Specialists / Programme Leader to assist you with your application and registration queries:

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