

Majoring in Marketing Management

The University of KwaZulu-Natal offers a Bachelor of Commerce degree with many majors. These may be modules in a discipline from within the Schools of Accounting, Economics & Finance or Management, IT & Governance. One of these modules is marketing management, which is housed in the School of Management, IT & Governance.

Below we give more detail on the programme involving a major in marketing management.

Marketing Management

College: Law and Management Studies

Course Content: Includes:

Level 1: Management 120. Provides an introduction to the development of management theory, the management process, different levels of management and the business environment.

Level 2: Introduction to Marketing. Provides an introduction to the theoretical foundation and practical applications underlying marketing.

Introduction to Operations. Provides an introduction to the theoretical foundation and practical principles and concepts underlying operations management.

Level 3:

Major 1: Consumer Behaviour. The module is designed to introduce the students to the essential elements of Consumer Behaviour within the realm of Marketing. The module is essential in exploring various internal and external influences that affect consumption behaviour. This knowledge is vital to marketers as understanding and interpreting consumers and their purchasing behaviour enables marketers to design effective marketing strategies.

Marketing Communications. This module aims to develop students' understanding of the theoretical foundations, strategies and decision-making processes that underlie marketing communications, an essential function of marketing.

Marketing Research. Students examine the marketing research process and tools used by marketers to identify and manage marketing information effectively. Students learn to apply the principles of marketing research, which include the systematic design, collection, analysis and reporting of relevant information specific to various marketing situations faced by an organization. Special emphasis is made of how marketing research can help marketers to assess market potential and share; understand customer satisfaction and purchasing behaviour and measure the effectiveness of pricing, products, distribution and promotional activities

Special Topics in Marketing. The aim of this module is to introduce learners to specialist areas and contemporary issues in Marketing.

Major 2: Module of your choice.

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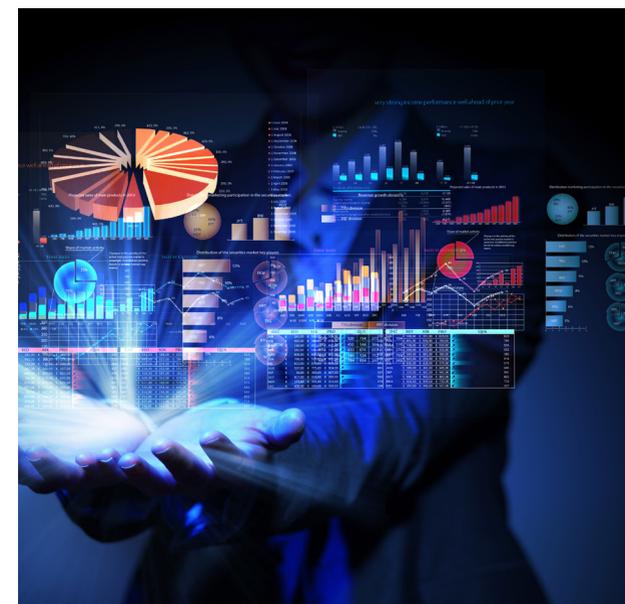
DISCIPLINE OF MARKETING AND SUPPLY CHAIN MANAGEMENT

University Road, Westville

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Discipline of Marketing and Supply Chain Management



Information Brochure MARKETING MANAGEMENT



What is Marketing Management?

Marketing aims to satisfy customer needs at a profit. In its quest to satisfy customer needs, an organisation will normally make use of a marketing mix, which is made up of a product, price, place and promotion, which are designed to be compatible with customer needs. Given the highly competitive nature of business in today's day and age, marketing management plays a crucial role in assisting an organisation to better satisfy customer needs relative to its competitors.

Through a more marketing-oriented approach, an organisation can achieve a better chance of success, growth and profitability and attain mutually beneficial relationships with its customers and shareholders.

Marketing is a vibrant, practical, rewarding and exciting field. Having knowledge in marketing management will prove to be very beneficial and rewarding to marketing students as they can apply marketing thinking in managing a business for success.

Is Marketing Management for ME?

Marketing Management is aimed at students who enjoy a challenge, are problem solvers, enjoy people and value opportunities for growth. Through this career path you learn obtain invaluable knowledge and skills in consumer behaviour, developing effective integrated marketing communications, conducting marketing research, marketing of services and social marketing, amongst other things.

It is a profession where one can see tangible results. For example, a marketing practitioner could be involved in devising and introducing a successful marketing plan for a manufacture of world class products or services.

Some of the key indicators that Marketing Management might be the major for you are:

- ❖ You are a forward thinker. Such skill will allow you to act faster, identify risks that may arise, or perhaps to develop contingency plans for problems that may arise.
- ❖ You have strong practical and analytical skills in that you are able to read and analyse data, and make interpretations that are useful to the business.
- ❖ You are a team player by being able to allocate tasks among fellow teammates and are also able to work with other teams or units within the supply chain.

What are the Benefits of a Major in Marketing Management?

Our marketing management major aims to provide a solid grounding in the theoretical base and practical principles and concepts underlying effecting marketing practice. Some of the benefits of completing the major are as follows:

- ❖ You will gain a comprehensive understanding of how businesses operate.
- ❖ You will learn about the processes within an organisation and the dynamics between these processes.
- ❖ You will learn the value that marketing management may provide to a business, such as profit maximisation from customer satisfaction.
- ❖ You will gain an understanding of marketing management's major challenges and trends.
- ❖ Be familiar with a range of techniques, and tools for building and implementing effective marketing management practices.

What are the Career Opportunities?

Marketing Management is a fantastic career for young people to embark upon offering real-life challenges and opportunities for growth. There are a great number of different avenues one could follow, offering attractive salaries. Marketing graduates could find employment in a variety of marketing fields in the South African, African and international markets.