

# MARKETING



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Tshwane University  
of Technology

*We empower people*

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*'Finding Solutions for Africa'*

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**M**ARKETING can be described as the assessment and creating of consumer demand and the co-ordination of the resources of personnel, finance, production and distribution to meet such a demand at a planned profit. Marketing is thus the process whereby a company tries to find out what its customers want and then develop products accordingly.

Marketing is both a concept and a set of techniques covering selling, sales management, marketing research, new product development, product management, pricing, packaging, advertising and sales promotion, distribution, consumer guidance, after-sales service and public relations.

**Marketing managers:** Marketing managers plan, organize, co-ordinate and manage the marketing function in businesses. Their overall objectives are to prepare and implement detailed marketing plans for products or services and to formulate marketing policies for companies.

**New product development:** Research examines a need and provides ideas and facts concerning the product. However, such facts must be converted into a product or service. Research and product development therefore work hand in hand. A career in product development requires an aptitude for Mathematics, Physics, Chemistry and Engineering, depending on the industry type.

**Advertising:** Advertising is the mass communication tool of marketing. The product or service is promoted by using newspapers, radio, television and cinema, which means that many more people can be reached. Large organizations have their own advertising departments or advertising specialists within a marketing department or they make use of specialist advertising agencies.

**Sales promotion:** The consumer-products industry particularly use sale promotions, competitions and special offers to convert customer-purchasing power into effective demand.

**Public relations:** The function of public relations is to build bridges of understanding, goodwill and awareness between a company and the public whom it wishes to influence.

**Selling:** The personal selling activity is one of the oldest professions, and still the most effective in most industries. Selling as a profession is a very demanding, but extremely rewarding one. Sales people usually rank among the top earners in most companies.

**Sales management:** The task of the sales managers are to do forecasting and budgeting, organize the sales force, recruiting and selecting the sales force, sales compensation, sales territory, leading, motivating and supervising the sales force. They also do the evaluation of sales performance.

**Distribution:** The moving of products to the final consumer is known as distribution.

**Marketing research:** Marketing research is used to determine facts concerning the consumer, the consumer's awareness of the products or service and effectiveness of advertising.

## RECOMMENDED SCHOOL SUBJECTS

Mathematics, Accounting, Economics and Business Economics.

## ADMISSION REQUIREMENTS

**UNIVERSITY:** Senior Certificate with matric exemption.

**UNIVERSITY OF TECHNOLOGY:** Senior Certificate or an equivalent accredited qualification.

## TRAINING

### UNIVERSITY

Various university degrees can be followed, depending on which career the candidate intends to follow. A BA degree in subjects such as Economics, Psychology, other Social Sciences, Communication and Languages are relevant and can be followed at any university in South Africa.

### UNIVERSITY OF TECHNOLOGY

The three-year full-time NDip: Marketing followed by the BTech: Marketing can be followed at universities of technology.

### COLLEGES

There are many colleges offering diplomas in Marketing.

## CAREER OPPORTUNITIES

Persons with training in Marketing can start their own businesses, marketing and selling products. They can also act as marketing consultants for companies. Marketing researchers can do research work for companies on a contract basis.