

## Career Profile: Marketing Manager

Marketing is a dynamic, challenging and extremely competitive environment in which to work. Marketing plays a key role in retail but it is not restricted to that sector as all companies and organizations however large or small need to market their products and services.

If you are interested in becoming a marketing manager there are many exciting opportunities and career options. You could focus on market research to classify customers into various categories and identify their specific characteristics, needs and wants. New product or service development poses different challenges, calling for strong vision, adaptability and creativity in developing interesting ways of launching them. Marketing strategies provide the framework for the detailed work in research, the development of new products, and the establishment of product brands. It demands a thorough knowledge of the marketing field and experience of dealing with customers and clients. Such expertise makes it possible to build marketing strategies that form an integral part of the overall business strategy of a company or organization.

## Education Requirements

### National Senior Certificate (NSC)

For a career in marketing students are advised to select English and Mathematics and to add to this a selection from the designated subjects. These are subjects that are particularly suitable for tertiary study.

### Bachelor Degree

Bachelor of Commerce (Marketing Management) – BCom is a three year degree programme with specialization in marketing management.

#### Offered at:

- [North-West University](http://www.puk.ac.za/fakulteite/ekon/index_e.html)<sup>1</sup> (Potchefstroom Campus - Faculty of Economic and Management Sciences)
- [University of Pretoria](http://web.up.ac.za/default.asp?ipkCategoryID=753)<sup>2</sup> (Department of Marketing & Communication Management)
- [University of the Witwatersrand](http://web.wits.ac.za/Academic/CLM/)<sup>3</sup> (Faculty of Commerce, Law and Management)
- [UNISA](http://web.wits.ac.za/Academic/CLM/)<sup>4</sup> (College of Economic and Management Sciences)

<sup>1</sup> [http://www.puk.ac.za/fakulteite/ekon/index\\_e.html](http://www.puk.ac.za/fakulteite/ekon/index_e.html)

<sup>2</sup> <http://web.up.ac.za/default.asp?ipkCategoryID=753>

<sup>3</sup> <http://web.wits.ac.za/Academic/CLM/>

## National Diploma / BTech

Students who prefer a more practical approach can enrol for programmes to qualify for tourism and hospitality at BTech and Diploma levels. Specializations are offered in these programmes.

The National Diploma in Marketing is a three year course which includes guided practical experience. The diploma is a pre-requisite for admission to a Bachelor of Technology – Btech.

### Offered at:

- [Tshwane University of Technology](#)<sup>5</sup> (Faculty of Management Sciences)
- [University of Johannesburg](#)<sup>6</sup> (Faculty of Management)
- [UNISA](#)<sup>7</sup> (College of Economic and Management Sciences)
- [Vaal University of Technology](#)<sup>8</sup> (Faculty of Management Sciences)

In addition, the [Institute of Marketing Management \(IMM\)](#)<sup>9</sup> Graduate School of Marketing provides a number of options at various levels, such as certificate, diploma and a four year course – the IMM Bachelor of Business Administration in either Marketing or Marketing Communication.

## Admission requirements

As admission requirements vary from one institution to another, find out what the specific requirements are by checking on the website and contacting the university if you have any queries.

## Possible Employers

- Advertising agencies
- Firms marketing consumer goods and services
- Manufacturing companies
- Large retail and wholesale companies
- Stores

## Find out more

Find out more about management, bursaries and jobs:

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<sup>4</sup> <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=32>

<sup>5</sup> <http://www.tut.ac.za/Students/facultiesdepartments/managementsciences/departments/Pages/default.aspx>

<sup>6</sup> <http://www.uj.ac.za/Default.aspx?alias=www.uj.ac.za/management>

<sup>7</sup> <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=32>

<sup>8</sup> <http://www.vut.ac.za/metadot/index.pl?id=19737>

<sup>9</sup> <http://www.imm.co.za/>

- [Hints](#)<sup>10</sup> on starting in marketing management
- [IMM](#)<sup>11</sup> provides detailed information on the various courses on offer
- [Wide variety of marketing related issues, companies and resources](#)<sup>12</sup>
- [Dave Duarte: Marketing Geek.](#)<sup>13</sup>
- [The South African Marketing Research Association](#)<sup>14</sup>

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<sup>10</sup> [http://www.intec.edu.za/live/content.php?Item\\_ID=169](http://www.intec.edu.za/live/content.php?Item_ID=169)

<sup>11</sup> <http://www.imm.co.za/>

<sup>12</sup> <http://www.bizcommunity.com/Companies/196/11.html>

<sup>13</sup> <http://daveduarte.co.za/>

<sup>14</sup> <http://www.samra.co.za/>

## Are you suited to this career?

This quick quiz can help you to identify whether you are suited for this occupation.

Quiz	Yes	No
Are you creative and innovative, and find it easy to come up with new ideas?		
Are you flexible and resourceful?		
Are you able to cope with stress without too much difficulty?		
Are you interested in finding out why people behave as they do?		
Can you communicate clearly and in an interesting way both orally and in writing?		
Are you persuasive?		
Do you enjoy competing?		
Are you able to work with all kinds of people?		
Do you like to keep up to date with new ideas and trends?		
Are you good at working with numbers and financial calculations?		

If you have mainly yes answers it may be an indication that this is an occupation to consider.