

## Career Profile: Brand Manager

Daily you come into contact daily with many different brands. The breakfast cereal on the table, the shoes and clothes you wear, the food and drink you consume, the cell phone you use, the car you drive in – all these products have come about through the efforts of a team of people who have worked hard to persuade you to use their brand of product or service.

Brand management is a key function in the consumer products industry. Brand managers must know what the brand is really about, identify who their competitors are in their brand category, be aware of marketing opportunities, locate their company's brand in the market and be able to communicate their brand's unique benefits.

Brand managers are responsible for guiding the market research and developing a suitable marketing strategy. This marketing strategy may call for a new ad campaign, development of new products, or drawing out a new vision for the brand. It is also the brand manager's job to ensure that other functions such as promotions, market research, research and development, and manufacturing are coordinated to implement the strategy that has been developed.

## Education Requirements

### National Senior Certificate (NSC)

For a career in marketing and brand management 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 (Marketing Management) (3 years) is a 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)

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<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>

- [University of the Witwatersrand](#)<sup>3</sup> (Faculty of Commerce, Law and Management)
- [UNISA](#)<sup>4</sup> (College of Economic and Management Sciences)

## 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.

### National Diploma in Marketing

The National Diploma 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> (Department of Marketing, Logistics and Sport Management)
- [University of Johannesburg](#)<sup>6</sup> (Department of Marketing 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. Read more about admission requirements.

## Possible Employers

- Advertising agencies
- Firms marketing consumer goods

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

<sup>4</sup> [http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l\\_3\\_2&f=p\\_02011MKT](http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l_3_2&f=p_02011MKT)

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

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

<sup>7</sup> <http://www.unisa.ac.za/default.asp?Cmd=ViewContent&ContentID=16000>

<sup>8</sup> <http://www.vut.ac.za/metadot/index.pl?id=19751>

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

- Manufacturing companies, including chemical manufacturers, and especially Fast Moving Consumer Goods (FMCG) companies
- Large companies
- Stores

## **Find out more**

Find out more about brand management, bursaries and jobs:

- [Explore careers and jobs in marketing](#)<sup>10</sup>
- A [job advertisement](#)<sup>11</sup> that includes some useful information on the job and type of person being sought for it.
- [Marketing Career Profile](#).<sup>12</sup>
- [SAB Miller's](#)<sup>13</sup> approach to brand management.
- [Unilever's](#)<sup>14</sup> approach to marketing and branding.

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<sup>10</sup> <http://marketing.about.com/od/careersinmarketing/1/aa052103c.htm>

<sup>11</sup> <http://www.michaelpage.co.za/job-display/856152/brand-manager-activation.html>

<sup>12</sup> <http://marketing.about.com/od/exploremarketingcareers/1/blproddevmgr.htm>

<sup>13</sup> <http://www.sabcareers.co.za/%5Cdocuments%5CSABcareers.pdf>

<sup>14</sup> <http://www.unilever.co.za/ourcompany/careers/careerprofiles/marketing.asp>

## Are you suited to this career?

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

Quiz	Yes	No
Can you communicate your thoughts and ideas clearly and concisely both verbally and in writing?		
Are you able to recognise problems and devise innovative ways of resolving them?		
Can you organise and interpret complex data?		
Are you good at generating new ideas?		
Are you able to work well under pressure?		
Do you listen carefully to others?		
Are you a good organiser who pays attention to detail?		
Are you able to work with and inspire all kinds of people?		
Do you often take the initiative?		
Are you able to work individually and as a member of a team?		

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