

# Marketing management @ Unisa

A guide to preparing yourself  
for career opportunities



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# How will this brochure help me?

- It will provide you with some insight into what studying marketing involves.
- It will help you gain more information about the skills needed in marketing.
- It will help you point out possible career fields in marketing.
- It will assist you in finding marketing-related qualifications offered by Unisa.

# What is marketing?

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing includes activities of an organisation associated with buying and selling a product or service. It includes advertising, selling, and delivering products to people. People who work in marketing departments of organisations try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements, and general media exposure. Marketing is everything a company does to acquire customers and maintain a relationship with them. Even

small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly, and meeting with a past client for coffee can be thought of as marketing. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensuring profitability. In other words, it is the management process through which goods and services move from concept to the customer.

### **Marketing, Branding, and Advertising: What's the Difference?**

Is marketing and advertising the same thing? Advertising is the specific actions an organisation takes to draw attention to a product or service. Collectively, we called those actions "advertisements" and they can range from printing a flyer to post around your neighbourhood to running an international TV or Facebook video ad and everything in between. Since promoting your product should be part of your marketing efforts, advertising becomes a subsection of your marketing strategy. Your marketing strategy will likely include advertising, but should also extend to other forms of promotion beyond formal advertising such as social media engagement, product giveaways, free trials, blogging, etc.

Branding is the *character* you decide to create for your company and which will also extend to each product or service you offer. Marketing is ***how you implement and display*** that character in the process of taking your product to the market.

### **Types of Marketing Strategies**

It is important to know the different types of marketing strategies since your understanding of these will help you to identify different opportunities related to marketing. Some of these strategies of marketing include relationship marketing, viral marketing, event marketing, tradeshow marketing, and promotional marketing. Many marketing activities take place online and can include social media marketing, e-mail marketing, mobile marketing, and affiliate programme marketing.

# Careers in marketing

Marketing services are needed by all industries – including finance, retail, education, social services, and ICT. There are a variety of activities and methods within marketing and each of these provide ideas for career opportunities. Some career tracks related to marketing include (but are not limited to):

- Market research
- Brand management
- Marketing communications
- Digital marketing
- Social media marketing
- Content marketing
- Neuromarketing
- Advertising
- Promotions
- Media buying
- Public relations
- Events management

## Further reading

- The Ultimate Guide to Marketing Jobs  
<https://blog.hubspot.com/marketing/marketing-jobs>
- A guide to careers in marketing  
<https://www.indeed.com/career-advice/finding-a-job/marketing-careers>

# Skills needed in marketing

As a marketing professional, you will need to develop skills related to:

- Critical thinking and problem-solving
- Interpersonal communication skills
- Good storytelling and writing ability
- Analytical knowledge (effectively interpret written, visual, and verbal communications)
- Creativity and expression
- Influencing and persuasion
- Commercial awareness
- Computer skills (e.g. word processing, e-mail, spreadsheets, presentations)
- Social media and online skills (e.g. utilising social media for marketing, using online analytics tools to promote your product or service, and understand your customers)
- Lifelong learning

## Identify opportunities with career research

### How do you identify opportunities?

Use a search engine such as Google to search for information related to your questions. For example, you need to find out about career opportunities related to economics. You could start with using keywords such as “careers in marketing” and then to further contextualise your findings, you could search keywords such as “careers in marketing Africa” and “careers in marketing South Africa”. Scan the brief

descriptions of the first ten results and decide which website you would want to explore first. Skim-read through the information on the website (start with the headings) to get an understanding of the content of the page and to find information related to your question. Also, check whether there are links to other websites that you could further explore. As you are reading, make a summary of the information. You could use the information you find to make lists of job titles related to your field of study, organisations that employ individuals in these fields, and professional organisations.

### Activity

Use Google to find specific job titles related to marketing as a major. The following are some search terms you could consider: “job titles marketing”; and “job titles marketing graduates South Africa”.

Job title	Website
<b>Example:</b>  <b>Marketing analyst</b>	Indeed.com

## 2 Occupational information websites

The following websites will help you to learn more about specific job titles:

Website	Description
Unisa Counselling & Career Development <a href="http://bit.ly/2TO2KoR">http://bit.ly/2TO2KoR</a>	This website provides more information about opportunities related to qualifications at Unisa.
National Career Advice Portal (NCAP) <a href="http://ncap.careerhelp.org.za/occupations">http://ncap.careerhelp.org.za/occupations</a>	Search for information about specific job titles.
Career Planet <a href="http://www.careerplanet.co.za/">http://www.careerplanet.co.za/</a>	Learn more about career areas such as IT, tourism, engineering, and more. The website also contains information about learnerships and student finance
O*Net <a href="http://www.onetonline.org/">http://www.onetonline.org/</a>	Explore job titles related to different categories such as your interests, skills, values, typical work activities, and more. You could also browse through groups of occupations related to specific industries or economic sectors.
Prospects <a href="http://www.prospects.ac.uk/">http://www.prospects.ac.uk/</a>	Explore different job titles related to job sectors, as well as what you could do with your major subject.

### Activity

Go to any of the above occupational information websites and search for the job titles you identified during the Google search activity.

Use the tables to explore your top three occupational interests.



Example table:

Job title	Website	Related job titles?	Pros	Cons
<b>Marketing practitioner</b>	NCAP	Marketing specialist; Marketing officer	Seems to involve a lot of planning and project management	Can't see any at the moment

Job title #1	Website	Related job titles?	Pros	Cons

Job title #2	Website	Related job titles?	Pros	Cons

Job title #3	Website	Related job titles?	Pros	Cons

### 3 Job-search portals

Job search portals are useful in terms of researching specific job titles linked to different career fields and industries. Finding job advertisements that interest you is a worthwhile activity, even if you are not currently applying for jobs. You may not yet be eligible to apply for your dream job, but you can still gain a lot of information that can be applied to your career planning. For example, you are interested in

marketing, but you are not sure which specific job titles are linked to this field, or you want to know what kind of qualifications and skills are needed to be a marketing officer.

You can use this information to make career goals and think strategically about how you can develop experiences that will help you meet more of the selection criteria in the future.

Job search sites include

- PNet (<http://www.pnet.co.za>)
- Careerjunction (<http://www.careerjunction.co.za>)
- Careers24 (<http://www.careers24.com/>)
- Indeed (<http://www.indeed.co.za>)
- Government positions (<http://www.gov.za/aboutgovt/vacancies.htm>)

### Activity

- Use one of the websites above to search for the job title you are interested in, e.g. “marketing officer”. Read at least three advertisements and note the information in the tables below.

Job title #1	
Salary	
Organisation	
Responsibilities/ duties/ tasks	
Requirements (qualifications)	
Requirements (experience)	

**Job title #1****Requirements  
(skills)****Job title #2****Salary****Organisation****Responsibilities/  
duties/ tasks****Requirements  
(qualifications)****Requirements  
(experience)****Requirements  
(skills)****Job title #3****Salary****Organisation****Responsibilities/  
duties/ tasks****Requirements  
(qualifications)**

### Job title #3

<b>Requirements (experience)</b>	
<b>Requirements (skills)</b>	

## 4 LinkedIn

If you have not done so already, start building your network on LinkedIn (<http://www.linkedin.com>) today!

Register for a free account and start connecting with your network online. Join groups relevant to your career field so that you could participate in discussions, ask questions, and provide answers about specific topics and search for people, organisations, and jobs in your field of interest. Research companies and employees to help you identify opportunities. To learn more about using LinkedIn effectively, go to <http://bit.ly/2JSxa3b>.

1. Go to [www.linkedin.com](http://www.linkedin.com) and sign in to your LinkedIn account. If you do not have an account yet, then create one.
2. Make sure that you have captured your current or previous studies at Unisa on your LinkedIn profile.
3. Once you are signed in, go to the University of South Africa page at <https://www.linkedin.com/school/12049/>.

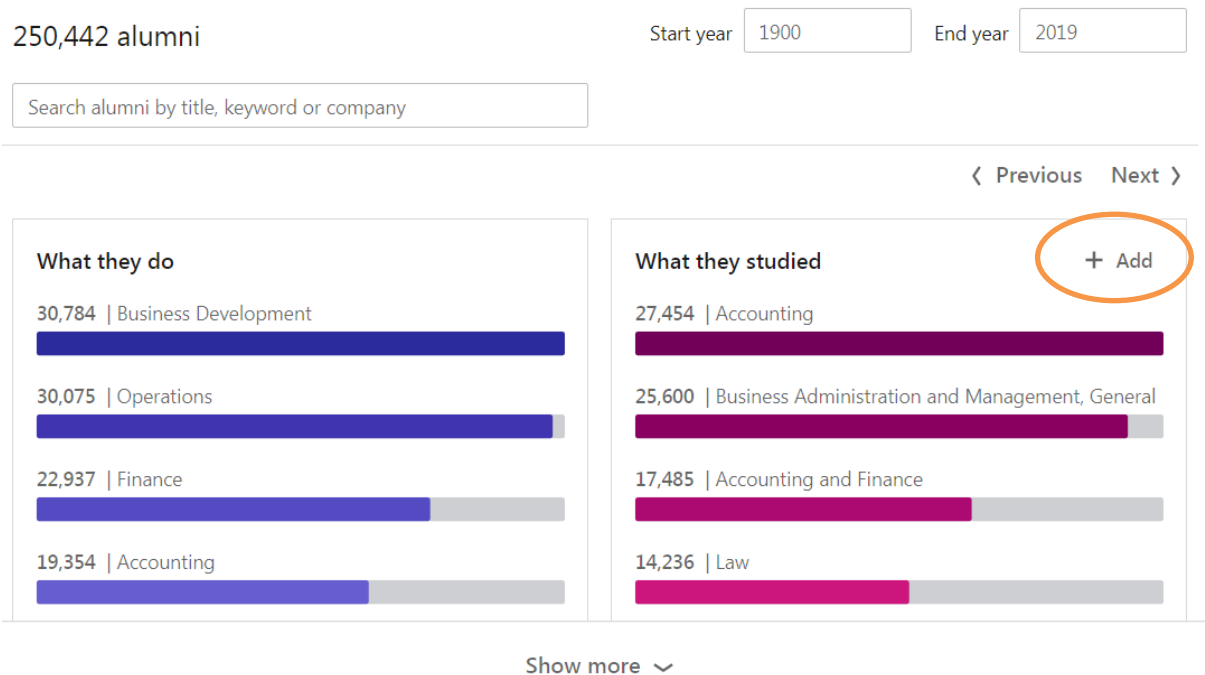
4. Click on the “Alumni” link.

The screenshot shows the UNISA alumni page. At the top, there is a header with the UNISA logo and the text 'University of South Africa/Universiteit van Suid-Afrika'. Below this, there is a navigation menu with tabs for 'Home', 'About', 'Jobs', and 'Alumni'. The 'Alumni' tab is selected. The main content area shows '250,442 alumni' and a search bar. Below the search bar, there is a bar chart titled 'Where they live' with a '+ Add' button. The chart shows two categories: 'South Africa' with 220,682 alumni and 'Johannesburg Area, South Africa' with 124,186 alumni. To the right of the chart, there is a 'When' section with a bar chart showing 1,927 alumni for the first category and 1,888 for the second.

5. Click on the “Next >” link to go to the next set of headings (“What they do” and “What they studied”).

The screenshot shows the UNISA alumni page with filters. At the top, there is a header with '250,442 alumni' and 'Start year' and 'End year' filters set to '1900' and '2019' respectively. Below this, there is a search bar. Below the search bar, there are two bar charts. The first chart is titled 'Where they live' with a '+ Add' button. It shows four categories: 'South Africa' (220,682), 'Johannesburg Area, South Africa' (124,186), 'Cape Town Area, South Africa' (26,471), and 'Durban Area, South Africa' (21,651). The second chart is titled 'Where they work' with a '+ Add' button. It shows four categories: 'Standard Bank Group' (1,927), 'University of South Africa/Universiteit van Suid-Afrika' (1,888), 'Nedbank' (1,787), and 'Absa Group' (1,783). Below the charts, there is a 'Show more' link with a dropdown arrow. At the top right, there are navigation links for '< Previous' and 'Next >', with the 'Next >' link circled in orange.

6. Click on “+Add” next to the heading “What they studied”



7. Type in Marketing in the Search box.

8. You will notice that the graphs for the different headings adjust. You have now filtered the information to contain information about Unisa graduates who studied marketing.

9. You can now see how many graduates in marketing are on LinkedIn, where they live, where they work, what they do, what they're skilled at, and how you are connected. For example, in November 2020, most Unisa alumni who studied marketing worked in the banking and financial services industry (including banking, insurance, investments), and telecommunication companies.

10. You are also able to view the profiles of alumni who meet the criteria you searched for. For example, you can filter your search results to those alumni who indicated that they studied marketing, and work at Vodacom.

11. As you filter the results, you will get an indication of the filters you have selected (e.g. marketing and finance). You can clear these filters by clicking

on the x next to the filter or clicking on “Clear all”.

483 alumni Start year  End year

Marketing/Marketing Management, General X Finance X Clear all

12. Make some notes about the interesting things you find below.

Your notes about what you find on LinkedIn

## 5 Talk to others (informational interviewing)

Once you have done some research about specific options, your next step is to talk to individuals in the type of job/ industry that you are interested in. The goal of these conversations is to explore your career options, expand your network, build confidence, to access information, and to identify your strengths and areas of development. For example, you read an article about affiliate marketing and you feel curious about a concept presented in the article. You could contact one of the authors of the article to ask if they would be willing to share their views about this field and how it applies to the South African context. Before you interview someone, research what you would want to discuss with them – you could ask this person to "fill in the gaps" for you. Start with people you already know: friends, family, neighbours, colleagues, lecturers, tutors, and fellow students. Use online social networks such as LinkedIn to further identify potential people. For more information on how to go about this and suggestions for questions that you might want to ask, go to <http://bit.ly/2LX7qp3>. Also, watch this video to learn more: The Dos and Don'ts of Informational Interviews: <http://youtu.be/ixbhtm8l0sl>.

Remember to keep track of the information you have gathered and how you make sense of this. Also, track the questions you still have and how you think you would be able to get answers to these questions.

### Activity

Write a list of any people you know who might work in the fields you are interested in. For instance, do any of your parents' friends work in any of the fields you are considering? And write a list of those people who could give you information about any careers you are considering.

You may have identified a lot more people than you thought! Imagine how much information you can gather about the career you are interested in just by talking to these people. Each person will give you fresh insights, opinions, and valuable information about the careers you are considering, whether they are currently working in that field or are only remotely related to or associated with it.

## 6 Attend a careers fair event

Attending a careers fair event allows you to speak to people from different industries. You may be studying a qualification that does not seem to have a direct link to the exhibitors or the presenters, but they have one thing in common: they employ people, who work in organisations, who do business with all kinds of suppliers and services. Somewhere in this value chain, your qualification will find a place to fit – either as a customer or as an employer or employee.

The annual Unisa Careers Fair usually takes place during the year at various venues. Go to <http://www.unisa.ac.za/counselling> for more information.

## 7 Experience studying topics related to your field of interest

Explore what marketing is by watching and listening to online lectures and reading free open textbooks. These resources will enhance your understanding of the various fields in marketing and the various opportunities related to these fields.

Search for marketing-related courses and open textbooks on these sites:

- Coursera.org (<http://www.coursera.org/>)



- Udemy (<http://www.udemy.com/>)
- Saylor Academy (<http://www.saylor.org/books/>)
- Open University (<http://www.open.edu/openlearn/free-courses>)
- MITOpenCourseware (<http://ocw.mit.edu/index.htm>)
- iTunes University (<http://www.apple.com/education/itunes-u/>)
- OpenLearn (<https://www.open.edu/openlearn/free-courses>)
- YouTube (<http://www.youtube.com>)
- FreeVideoLectures (<http://freevidelectures.com/>)

# Prepare for opportunities and plan your career

“Don’t ask kids what they want to be when they grow up but what problems do they want to solve. This changes the conversation from who do I want to work for, to what do I need to learn to be able to do that.”

*Jaime Casap, Google Global Education Evangelist*

One interesting way of preparing for opportunities and planning your career is to think about the type of problems you would want to be able to solve. This will help you to focus on what you wish to contribute, and not necessarily, who you want to “become”. Once you have identified some of the problems you would want to focus on, you can then explore how individuals from different academic and professional backgrounds are addressing these problems. Then, you could start thinking about how you would want to contribute and what you will need to do to prepare for this.

## Activity

Think about your environment (family, community, South Africa, Africa, international) and what problems or challenges you know about. Perhaps you have even thought of possible solutions to these challenges. Write down some of the problems or challenges you would want to address.

Problems/ Challenges

Next, think about how you would want to contribute to addressing some of these problems/ challenges. What would your role be? Also, think about how you would need to start preparing for the roles you identified (think about education, work/ volunteer experience).

Problems/ Challenges	My role	How do I need to prepare

The following are some ideas of challenges/ problems experienced across the world, including South Africa.

Access to digital technologies	Economic growth	Quality education
Access to education	Economic inequality	Rapid urbanisation
Access to employment	Ethical institutions	Refugees
Access to mental health services	Fitness	Responsible consumption
Access to primary health care	Food security	Responsible production
Affordable energy	Gender inequality	Retirement
Ageing world population	Gender-based violence	Rural development
Clean air	Health and well-being	Safety at work
Clean energy	Human rights	Sealife
Clean water	Human trafficking	Skills development
Climate change	Hunger	Skills gap
Corruption	Illegal drugs	Small enterprises
Crime	Income inequality	Social cohesion
Data security	Justice	Social inequality
Deforestation	Knowledge transfer	Substance addiction
Digital disruption	Lifelong learning	Sustainable agriculture
Digital economy	Literacy	Sustainable economic development
Disabilities	Meaningful employment	Unemployment
Disaster management	Mechanisation	Urban development
Discrimination	Nutrition	Violence
	Peace	Water security
	Poverty	

As an example, you may want to address the problem of low literacy levels and the challenges related to this. Think about the different individuals that may be able to contribute to the solving of this problem: educators, and community workers. An educator can develop literacy programmes and community workers would support community members by encouraging them to participate in such programmes. As a marketing practitioner, you could assist, e.g. non-profit organisations to promote such programmes and to raise funds for the cause.

## **Prepare for career opportunities**

Many people believe that a degree will lead directly to a career specifically related to the major(s)/ specialisations for that degree. The fact is that degrees do lead to careers, but that the relationship between the major(s)/ specialisation you choose and the career you build for yourself is complex. Many graduates follow careers that are seemingly not related to their chosen major(s)/ specialisations. Various career management techniques will assist you in managing your career in economics:

1. Develop and reflect on your transferable skills
2. Start with a career portfolio
3. Volunteer work
4. Enhance your employability

## **Develop your skills**

### **Develop and reflect on your transferable skills**

Your degree will equip you with subject-specific knowledge and several work-related skills (transferable skills), for example, the ability to learn fast in new situations, to work independently, and to analyse, evaluate and interpret data. You should be able to identify and articulate the skills that you feel you are gaining through your studies. While you are busy with your studies, you need to reflect continuously on how you could apply the skills that you are learning to contribute to your professional development and who will be able to benefit from what you already know.

## Skills reflection

Module passed in the last semester	Skills developed	How can I use the skills to add value to an organisation, or help them solve specific problems?

### Start with a career portfolio

Your career management portfolio could help you keep track of the information that you need to gather to manage your career. It could include information about yourself, about job opportunities, occupational information, and about the different fields in marketing. Learn more about compiling a career portfolio here:

<http://bit.ly/2WaPes7>.

### Work experience for marketing students

Gaining experience is an important part of helping you develop transferable skills as well as specific career-related skills.

### *Volunteer work*

As a volunteer, your studies will be enriched and you will be in a position to build up an important network of people who could comment on your professional abilities. You may be wondering how volunteering is related to your studies and your career. We would encourage responsible volunteering where the organisation and community that you are supporting benefit. You also have the opportunity to apply and further develop your skills and knowledge as a student to support the community. Your volunteer work links to your career vision and planning: before you volunteer, think about where you would want to invest your effort.

Volunteering will help you to:

- figure out whether a specific field of work is for you or not;
- find out information about a specific field;
- connect with others and maintaining relationships;
- network with others in your field of interest.

Some questions to think about:

- Which organisations or community would benefit from my skills and knowledge?
- How would this organisation or community contribute to my career vision?
- What conduct is expected of a professional in this organisation and my future career?
- What are you hoping to gain from your volunteer activities?

Your volunteer work could lead to other opportunities, so it is important to treat it professionally: keep to your commitment, communicate when you cannot volunteer, and update your portfolio with examples of what you have learnt and achieved. As a volunteer, you are already working as a professional – you need to conduct yourself as you would conduct yourself in a work environment. As you are volunteering, you are building your reputation (your “brand”): you would not want to build a reputation as an exploiter or as an unreliable worker.

Your volunteer environment will help you to develop what is valued in professional environments. This includes punctuality, problem-solving, and effective communication. In this sense, volunteering contributes to your development as a unique graduate: one who has subject-specific knowledge and an understanding of professional workplace behaviour. The one thing to remember about volunteering is that your conduct needs to be accountable and ethical. Consider that you are contributing to the community and at the same time you are building your skill sets for the workplace – you need to balance self-interest with that which may benefit others. Your work within the community must be done with the utmost respect.

Identify volunteer opportunities in your area through conversations with members of your community. The GreaterGoodSA website at <http://www.greatergoodsa.co.za/> will further help you to identify volunteer opportunities in your community that are related to your interests. Make a list of the organisations that you would want to contact about exploring volunteer opportunities.

### Activity

Identify a volunteer work opportunity.

Make a list of the organisations that you would want to contact about exploring volunteer opportunities.

What are you hoping to gain from your volunteer experience?

What can you contribute to an organisation?

## Enhance your employability

Your employability refers to your ability to gain initial employment, maintain employment, and obtain new employment if required. In simple terms, employability is about being capable of getting and keeping fulfilling work. There are many aspects related to maximising your employability, including managing your personal brand, job-searching skills, networking, writing a CV, writing a cover letter, include networking, CV-writing, cover letter writing, and how to manage job interviews.

### *Why is your employability important?*

Today's careers are not what they used to be: Lifetime employment is a thing of the past: It is not unusual for an individual to hold about six different occupations during their careers, each with several jobs. The reasons for this are technological advances, globalisation, economic shifts, and changing social norms. Careers are boundaryless: your career can cut across different industries and companies. Instead of seeing your career as a ladder, you can view it as a web. Career success is defined in many different ways: The big house and fancy car are not the only measures of success. Some people choose to follow a more balanced lifestyle with more time to spend with their family. Where, when, and for whom you work are not necessarily fixed: Flexible work hours, working from home, part-time, temporary and contract work is all part of today's world of work.

*Source: Greenberg, J. & Baron, A. Behaviour in Organisations. 8th edition. Pearson Education Inc: New Jersey.*

### *How can you develop your employability skills?*

- Work through the information and activities on the *Prepare for job opportunities* section of the Directorate: Counselling and Career Development website (<http://bit.ly/2ufeSA6>).
- *The Muse* career website (<https://www.themuse.com/advice>) provides career advice related to your career questions.
- LiveCareer has an extensive library of resources related to enhancing your employability. Go to <https://www.livecareer.com/> for more information.
- The Monster website (<http://www.monster.co.uk/>) provides several articles related to employability issues. Click on "Career Resources" and "Browse Career Advice" (at top of page) to access career-related information.

## **Self-confidence**

Your personal experiences (for example, your relationships with your parents and siblings; how you related to peers, and how you compare yourself to others) shape



your self-confidence. Low self-confidence in all areas of your life, mainly how you negotiate relationships, your career, and your studies.

How much you believe in yourself or you do not believe in yourself affects your success in your career and studies. Low self-confidence affects your career and your studies in several ways:

- Your confidence determines the effort and determination towards your studies and your career. For example, if you do not believe that you can pass a module, you also do not spend time studying, since when you start studying you feel like “what is the use – I will fail in any case”.
- If you keep on telling yourself that, you are not capable of completing your qualification because you have low self-confidence, challenges in your studies act as confirmation that you are a failure. You will then also not go out and get help since you do not think that it will make a difference – you are not hopeful that this could change how you perform.
- Even when you experience challenges that are normal for all students to experience, you tell yourself it is a confirmation that you cannot make it.
- You spend disproportional amounts of time and energy gathering evidence or reinforcing your belief that you cannot make it so that it becomes a reality.
- When you do things well or when you get positive results you deny them. You find it hard to accept that positive things can happen in your life and you find external factors that have contributed to the results or success.
- You will make statements such as “Maybe I was just lucky this time – the other candidates did not accept the offer due to a low salary offer” or “Maybe the lecturer felt sorry for me.”
- When you are presented with an opportunity, you will not use it since you are concerned about failing.
- You project a negative attitude towards yourself and others. You find it hard to appreciate the strengths of others and you are critical about others.

- You will not take a risk to advance in your career because you think you will not make it. For example, you will not apply for an internship because you decide that you will not be selected even though you meet all the requirements.
- You are always concerned about how other people think about you in a negative way- you will not go and talk to the lecturer or ask other people because you think they will think you are stupid.

On the other hand when you have a healthy self-image:

- You accept yourself for who you are and you acknowledge that there are things you do well and things you do not do well.
- You use your strengths in one area to build your self-confidence in other areas.
- You acknowledge things people appreciate about you since you use these as a re-affirmation to develop areas where you feel you have room for growth.
- You believe you can achieve your desired career goals and you put your energy and resources towards your vision. This affects your studies in that you can talk to others about your study-related challenges and you are proactive in terms of managing your studies since you know why you are studying.
- You can recognise and make use of presenting opportunities since you believe that you can contribute.
- You can help others understand your potential and you appreciate how others could contribute to your development.
- You are more able to deal effectively with feedback on your performance since you can integrate the feedback with your self-knowledge.

### ***How do I build healthy self-confidence?***

- Building self-confidence is a process – it is like building a house: Building your confidence starts with small, practical actions. As you get feedback about your

actions, you take some positive things out of it about yourself and appreciate the things you can do well and those you have to develop.

- Spend some time each day writing down things you did yesterday that you can be proud of and things you would want to do differently.
- Give yourself time to develop – a house cannot be built in a day.
- Most importantly, it must not be about thinking about things, but about doing things. This will not always be easy, but you need to take risks and test what you can do and see the results of your actions. For example, if you want information about your career, take a risk, and send an e-mail to your lecturer with questions to see what the response is. As you take the risk, you need to change your attitude about how you view challenges and yourself. You will start thinking differently about challenges: that they are not meant to prove you as a failure, but rather to learn and discover new things about yourself.
- You need to be able to embrace failure as part of the process to succeed. Your failures do not define you as a person: Even when you fail, you do not internalise the experience that you are a failure. You learn from the experience and you try again.
- We want you to keep in mind your three circles (career, studies, and personal life) and make sure that you use one of the circles where you have more positive experiences to influence the other areas. For example, in your studies, you are getting good results. However, you feel demotivated every time you think about your family situation.
- Think about how the fact that you are succeeding with your studies could affect your career. Could it make you hopeful that you will be able to find a good job and then change your family's situation in the future? Thinking more about the things you can control (for example, your studies and how this will impact positively on your career), enables you to minimise the sense of helplessness in terms of your family situation. When you focus on the things you can control, you create a positive outlook on yourself, your life, and others.

## My career learning plan

Your career learning plan will help you to stay focused on what you still need to do to find out more about your career development. The career learning plan focuses on the following questions: What is the information you still need? How will you get this information and by when?

Further information needed	Steps to get this information	When?
<i>Where do marketing practitioners work in SA?</i>	Start with Google search	14 April
	Talk to the lecturer about referring me to someone who works in this field	15 April

# Professional bodies

- The Marketing Association of South Africa  
<https://www.marketingsa.co.za/>
- Southern African Communication Association (SACOMM)  
<https://sacomm.org.za/>
- The Neuromarketing Association of South Africa  
<http://nmasa.co.za/>
- Southern African Marketing Research Association (SAMRA)  
<https://www.samra.co.za/>

# Qualifications offered by Unisa

## Undergraduate qualifications

- Higher Certificate in Marketing
- Higher Certificate in Retailing
- Diploma in Marketing Management
- Bachelor of Commerce in Marketing Management
- Bachelor of Administration (BAdmin)
- Bachelor of Business Administration (BBA)

If you do not meet all the admission requirements for a diploma or degree in the College of Economic and Management Sciences, you are encouraged to apply for a lower level qualification (e.g. Higher Certificate) offered in the College of Economic and Management Sciences in addition to the qualification you wish to do. If you are admitted to the Higher Certificate and you complete it, it will enable you to meet the requirements for a degree. You need to apply for admission to the degree during your last semester of study for the Higher Certificate.

The list of Higher Certificates offered in the College of Economic and Management Sciences is available here: [https://www.unisa.ac.za/sites/corporate/default/Apply-for-admission/Undergraduate-qualifications/Qualifications/All-qualifications?cw\\_college=ECONOMIC%20AND%20MANAGEMENT%20SCIENCE](https://www.unisa.ac.za/sites/corporate/default/Apply-for-admission/Undergraduate-qualifications/Qualifications/All-qualifications?cw_college=ECONOMIC%20AND%20MANAGEMENT%20SCIENCE). You can also consider the Higher Certificate in Accounting Sciences.

The next step is then to apply for admission. Information about applying is available on the Unisa website at <http://www.unisa.ac.za/sites/corporate/default/Apply-for-admission/Undergraduate-qualifications>. Before you apply, take some time to read through the information about studying through open distance learning, making an

effective career choice, the requirements for your qualification(s) and the application process.

Once you have applied, your application will be processed, and you will receive feedback as to the outcome of your application. Based on the new selection process, you will not be automatically accepted to study through Unisa, even if you meet the general academic admission requirements for a qualification. Unisa will assess your application using a points score system. You may then be offered a place based on your points score and the number of places available for the qualification(s) you have chosen.

### **Postgraduate diploma and Honours qualifications**

- Postgraduate Diploma in Marketing Management
- Bachelor of Commerce Honours in Business Management
- Bachelor of Commerce Honours in Marketing Management

### **Master's and Doctoral qualifications**

- Bachelor of Commerce Honours in Marketing Management
- Bachelor of Commerce Honours in Marketing Management
- Doctor of Philosophy in Management Studies Marketing

### **Other qualifications with elective marketing modules**

Unisa also offers other qualifications at the undergraduate level with some marketing management modules included. These qualifications include:

- Higher Certificate in Tourism Management
- Diploma in Tourism Management
- Bachelor of Commerce (Generic)
- Bachelor of Commerce in Business Management
- Bachelor of Commerce in Industrial and Organisational Psychology
- Bachelor of Commerce in Quantitative Management
- Bachelor of Commerce in Supply Chain and Operations Management
- Bachelor of Commerce in Tourism Management

- Bachelor of Commerce in Transport and Logistics
- Diploma: Public Relations Management
- Bachelor of Arts (Human and Social Studies) Public Administration and Communication Facilitation
- Bachelor of Arts in Communication Science
- Bachelor of Consumer Science (Fashion and Retail Management Stream)
- Bachelor of Consumer Science (Fashion Small-Business Management Stream)
- Bachelor of Consumer Science (Food and Clothing Stream)
- Bachelor of Consumer Science (Hospitality Management Stream)
- Bachelor of Consumer Science (Food and Nutrition Stream)

### Short learning Programmes (SLPs)

Unisa offers several SLPs that people could look at completing. It is important to remember that an SLP is not a formal qualification and will not allow you to qualify for a formal qualification. Read more about the range of short learning programmes offered at Unisa here: <https://www.unisa.ac.za/sites/corporate/default/Apply-for-admission/Short-Learning-Programmes/View-the-SLPs>.

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# Counselling and career development services at Unisa

The Unisa Directorate: Counselling and Career Development offers career-, academic- and personal counselling services to Unisa students and the broader community. You can talk to a counsellor about:

- **Career decisions.** I am not sure which career path to follow; I don't know which qualification would be best; I want to change my career direction...
- **Career information.** How can I find out more about a career in ...
- **Employability.** How do I market myself to employers? How can I look for work? How can I compile an effective CV? How do I go about networking with others? How do I put together my career portfolio? How can I meet potential employers? How can I improve my interview skills?)
- **My studies at Unisa.** How can I get started with my studies? How do I plan my studies? How can I study more effectively? I don't feel motivated to continue with my studies... I feel worried about preparing for/ writing the exams. I failed my exams – what now? I need to improve my reading/ writing/ numeracy skills
- **Personal issues.** How can I have better relationships with others? How can I cope more effectively with issues that affect my studies?

Visit our website at <http://www.unisa.ac.za/counselling> to access many self-help resources, or talk to a counsellor by e-mail to [counselling@unisa.ac.za](mailto:counselling@unisa.ac.za).