



**INDEPENDENT CONTRACTORS (EXTERNAL MARKERS)
SCHOOL OF MANAGEMENT SCIENCES
COLLEGE OF ECONOMIC AND MANAGEMENT SCIENCES
UNIVERSITY OF SOUTH AFRICA**

DEPARTMENTS: MARKETING AND RETAIL MANAGEMENT

REFERENCE: CEMS/MRM/33/2024

Assessment is an integral part of curriculum development as outlined in the Curriculum Policy. During curriculum development, an assessment strategy is developed that is aligned to the ODeL Policy and strategy of UNISA. Assessment can have different focuses, namely to:

- improve the quality of students' learning experiences by focusing on significant knowledge, skills, attitudes and values, and providing motivation to work through the material through tasks and feedback, known as assessment for learning.
- b) focus on the ability to transfer knowledge to new contexts and to apply knowledge in specific contexts in line with the NQF level descriptors and other taxonomies of learning.
- c) focus on programmatic and graduate attributes and critical cross-field outcomes in assessment of learning.
- d) make academic judgements related to diagnostics, placements competence, progression and/or qualification completion; and as a feedback mechanism to improve curricula, known as assessment of learning; and to
- e) create opportunities for students to engage with the content, with their context, with the lecturer and with fellow students (**Unisa Assessment Policy, 2011**).

The Department of Marketing and Retail Management and Human Resource Management is inviting suitable applicants for providing assessment services to be appointed as independent contractors (markers) on a yearly basis. The purpose of this positions is to appoint competent and suitable candidates to complete and execute assessment task professionally and ethically align to the Assessment Policy and Guidelines.

Requirements: Marketing and Retail Management

- Applicable and relevant qualification equivalent to NQF level 9 (MBA, MBL, MCOM MARKETING, OR NQF level 10 (e.g. Ph.D/ DPhil/DTech) Specialization inmarketing, or any related disciplines.
- Experience in teaching or marking will be an added advantage

Duties:

- Complete and execute assessment task professionally

- Comply and adhere to all Unisa tuition, assessment and examination and plagiarism policies and guidelines
- Act in the ethical and professional manner dealing with all assessment tasks
- Execute duties as stipulated in contract and task agreement
- Marking of assessment tasks fairly and consistently
- Meet deadlines of allocated assessment task
- Attend markers meeting and submit marking reports timeously
- Maintain confidentiality of all assessment tasks

Knowledge, skills and abilities

- Basic knowledge of the discipline applying for
- Basic knowledge of assessment and assessment practices
- Basic knowledge of marking and procedures
- Basic knowledge of constructive feedback on assessment tasks
- Basic knowledge of academic dishonesty and plagiarism
- Knowledge of teamwork/leadership skills
- Good interpersonal and communication skills (listening, speaking, reading and writing)
- Must be honest / ethical and show empathy when required to mark assessment tasks
- Must have good problem-solving and decision-making skills
- Must be service orientated (Actively looking for ways to help and support lecturer or students)
- Must have good time management skills
- Ability to resolve conflict and maintain confidentiality of all assessment tasks
- Ability to work under pressure with adherence to deadlines

Recommendations:

- Computer and Internet skills
- Have own desktop computer or laptop and internet connectivity (no computers or data bundles will be provided)
- Advanced communication skills and proficiency in English
- Digital literacy skills – competent in ICT and online learning environments
- Experience in online marking tools or software or LMS (Moodle will be an advantage)
- Commitment to marking and meeting deadlines for all assessments
- Friendly, patient, and sensitive to a diversity of students

To apply please fill the application form by clicking this link <https://forms.office.com/r/MTiUFNYK1u> and submit the following documents via e-mail.

- 1) An application letter indicating willingness to mark assignments and/or exam scripts for any of the modules listed below.
- 2) Comprehensive **UPDATED** and signed curriculum vitae (most recent)
- 3) Only a certified copy of the **HIGHEST** qualification as per requirement
- 4) Certified copy of ID/Passport and valid visa

Please write the module code of the module you are applying for on the subject line of the e-mail.

Note: The required documents should be submitted as a single file (one PDF) to the email provided below.

Email the supporting documents to cemsmakers@unisa.ac.za and write the module code as a subject.

Assumption of duty: The candidates will have to undergo **an interview (either face-to-face or Microsoft Teams)** and **online Moodle training sessions**. Completion of the prescribed training on various aspects of Marking on the Moodle platform is compulsory.

Closing date: 17 October 2023

Independent Contractor (MARKER) positions are available in the modules listed in the Departments.

| Module Code | Module Name | Purpose of module | Department | Number of Markers Required |
|--------------------|--|--|--|-----------------------------------|
| MNM 2604 | Business-to-Business Marketing | Students credited with this module are able to demonstrate integrated knowledge of Business-to-Business Marketing in an organisation which includes the ability to apply and evaluate key concepts. Students are also able to demonstrate an understanding of knowledge and ability to evaluate types of knowledge with regards to critical issues involved in the marketing to organisational customers. Students are able to demonstrate an ability to analyse business markets, choosing target customers and developing innovative product packages aimed at them. Demonstrate an understanding, of knowledge and the ability to critically evaluate types of knowledge about relevant business markets and developing a marketing strategy to optimally satisfy the chosen target market. | Marketing and Retail Management | 2 markers |
| MNM 2605 | Consumer Behaviour | To enable students to gain knowledge on consumer behaviour and the key terms, concepts and theories of consumer behaviour and be able to apply, evaluate, select, gather evidence and apply the gathered information in the consumer behaviour context. | Marketing and Retail Management | 2 markers |
| MNM 2606 | Advertising and Sales Promotion | The module provides students with an informed understand of the concepts, principles of marketing communication and the communication process in the business environment; the role of advertising and advertising strategy in the marketing environment; major advertising media methods available to marketers; media planning; the principles of sales promotion in the business environment; public relations in the marketing environment; principles of publicity in the marketing environment; the role of sponsorship in the advertising environment Students credited with this module are able to explore the latest developments in this field, and are aided to discover the field of marketing communication as it is practiced today in the working environment. | Marketing and Retail Management | 1 marker |

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| MNM 2607 | Public Relations | <p>Students will be able to demonstrate detailed knowledge of core public relations concepts in the development of public relations, the public relations process, relationships with stakeholders, public relations research, public relations media, traditional and online public relations communication tools, public relations campaigns, crisis management, corporate social responsibility, and ethics.</p> <p>Furthermore, they will be able to identify, evaluate, select and apply appropriate methods, procedures and techniques to practical scenarios or small businesses by examining the situation and solving a public relations problem or objective by means of using information to develop a public relations campaign, suggest media or public relations communication tools, a plan for effective crisis management or a corporate social responsibility strategy. They will also be able to demonstrate an understanding of the relationship between public relations and corporate social responsibility and ethics.</p> | Marketing and Retail Management | 1 marker |
| MNM 2610 | Distribution Management | <p>To enable students to gain insight into marketing logistics and distribution; channel management; physical distribution (logistics and warehousing); wholesaling; retailing and ethical issues in distribution; explain the importance of distribution channels to markets; identify trends in the distribution channels; illustrate supply chain management; analyse value chain and South African perspective of distribution management; evaluate channel design and member selection; managing. Distribution channel: Give example of distribution channel and indicate online marketing.</p> | Marketing and Retail Management | 1 marker |
| MNM 2611 | Integrated Marketing Communications | <p>The purpose of this module is to provide students with detailed knowledge and understanding of the IMC elements and IMC process. Students will be able to evaluate, select and apply appropriate methods, procedures and techniques in processes of investigation and application within the IMC context. Students will also be able to identify, analyse and solve problems in unfamiliar contexts, gathering evidence and applying solutions based on evidence and procedures appropriate to IMC. Furthermore, students will be able to provide an understanding of the ethical implications of decisions and actions, within an organisational or professional context, based on an awareness of the complexity of specific ethical dilemmas within the IMC context. Lastly, they will be able to present and communicate complex information reliably and coherently using appropriate academic and professional conventions, formats and technologies for IMC.</p> | Marketing and Retail Management | 1 marker |

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| MNM 2612 | E-commerce in Business | <p>This module will be useful to student who want to know more or get involved in using the e-commerce effectively in business especially for doing business on the internet. Students will gain detailed knowledge of the infrastructure of e-commerce, the creation and establishing of web pages; and knowledge of how the basic internetstructure relates to and supports e-commerce and trading online.</p> <p>They will also have an ability to evaluate, select and apply appropriate online marketing methods, procedures or techniques toaddress the online market and communicate with customers to encourage them to buy online, build a relationship with them and monitoring and maintain the online presence. They will also have an ability to make decisions and act appropriately in familiar e- commerce environment with e-commerce instruments and in any given practical situations demonstrating an understanding of the impact of e- commerce components in B2C and B2B environments.</p> | Marketing and Retail Management | 1 marker |
| MNM 2613 | Value Chain Marketing | <p>The purpose of this module is to introduce students to the concept of value chain and value chain marketing, and to provide a theoretical framework for studying this topic. Value chain marketing will be examined from a marketing perspective, focusing on the principles of value chain marketing in an African context. Various marketing perspectives and applications will be highlighted and the discussion will provide practical examples of how marketing theory can be adapted in the various value chain scenarios.</p> | Marketing and Retail Management | 1 marker |
| MNM 2614 | Product and Price Management | <p>The purpose of this module is to provide students with detailed knowledge and an understanding of the principles of product and price management, namely the concept of a product and price in themarketing context, market segmentation, differentiation, and positioning, product innovation and new product development, product packaging and labelling, the product lifecycle, product branding decisions, product strategy and management as well as different pricing models and the steps needed to formulate the final price of a product. Students will be able to evaluate, select and applyappropriate methods, procedures, and techniques in processes of investigation and application within product and pricemanagement. Students enrolled for this module will be able to apply the principles of product and price management to a real-life scenario or case study.</p> | Marketing and Retail Management | 1 marker |
| MNM 2615 | Marketing in Africa | <p>The purpose of this module is to help students develop knowledge and an understanding of marketing in an African context. The focusof the module is on the demography of Africa, profiling of the African consumer, highlight the key issues that characterise the business environment in Africa when doing business in Africa.</p> <p>Furthermore, the module explores township and informal marketplaces, the South African consumer, business expansion in South Africa looking at the strategies for local market expansion, the importance and implications of segmenting the South African</p> | Marketing and Retail Management | 2 markers |

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| | | marketplace and promotion applications thereof. The module concludes with the application of product and distribution application from South African perspective. | | |
| MNM 3602 | Retail Buying | To enable students to gain detailed knowledge of the scope, role, authority and responsibilities of buyers in various retail organisations; explain the buying practises performed in different types of retail organisations, evaluate, select and apply appropriate methods, procedures or techniques in processes of investigation or application within retail buying. Students can also evaluate the planning and implementation of a buying strategy for retail organisations within different contexts within the retail environment. | Marketing and Retail Management | 1 marker |
| MNM 3603 | Retail Planning and Operations | The purpose of this module is to enable students to demonstrate an understanding of retail planning and operations management and apply knowledge thereof to the marketing discipline with specific focus on general sales, merchandising, retailing and retail operations. This will be achieved through the understanding of retailing principles, retailing environment, market selection, location analysis, management of retail operations and retail administration to relevant context and retailing practices. Furthermore, the student must be able to identify and analyse retailing concepts, by providing practical examples and solving problems based on case studies to the retail and operations management field. | Marketing and Retail Management | 1 marker |
| MNM 3604 | Shopper Marketing | Students will be able to demonstrate detailed knowledge of shopper marketing. The concept of shopper marketing will be defined and its role in the overall marketing strategy in an African context will be discussed. They will also be able to evaluate, select and apply appropriate methods and techniques of shopper marketing. The development of a shopper marketing strategy will be discussed, and the issues around shopper marketing and its impact on marketing mix elements will be highlighted. They will also be able to evaluate different sources of information, to select information appropriate to a given situation and apply well- developed processes of analysis to that information. Students enrolled for this module will be able to apply the principles of shopper marketing to a real-life scenario or case study. | Marketing and Retail Management | 1 marker |
| MNM 3701 | Marketing Planning | Students will be able to demonstrate integrated knowledge of marketing planning. Students will be able to identify, analyse and apply the marketing planning process by working with real companies to develop marketing plans. Students enrolled for this module will learn to understand the common principles of marketing | Marketing and Retail Management | 1 marker |

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| | | planning and demonstrate an ability to develop a marketing plan for an organisation. | | |
| MNM 3702 | Marketing Research | The purpose of this module is to provide students with integrated knowledge of the role of marketing research in marketing management. It will focus in more detail on the entire marketing research process which shed light on problem identification and objectives, the various types of research designs, data collection methods, sampling techniques and methods; data analysis methods for qualitative and quantitative data and reporting on findings. After completing this module, students will be able to demonstrate their understanding of the knowledge gained in each step of the marketing research process by applying theoretical concepts to a practical context in order to prepare students for their field of work. Students will further be able to demonstrate an understanding of, and be able to show ability to select and apply a range of methods to resolve a given marketing research problem in an ethical way that will support and promote welfare, justice and respect in marketing research. | Marketing and Retail Management | 1 marker |
| MNM 3703 | Sales Management | Students will have an integrated knowledge of sales management in an organisation which includes developing an effective sales force by properly organising, staffing and training the sales force according to the markets and products serviced; and evaluating the sales performance of the sales force. Students will also be able to demonstrate an ability to identify, analyse, evaluate and critically reflect on how sales force operations should be directed and managed in order to ensure a highly motivated and fairly compensated sales force; and principles of sales forecasting and sales territory design to effectively plan the sales for a given product or market that is under the sales manager's control. Students will also be able to take decisions and act ethically and have the ability to justify the decisions drawing on the various legal and ethical responsibilities that sales managers need to address in the management of a sales force. | Marketing and Retail Management | 1 marker |
| MNM 3705 | Marketing Application | The purpose of this module is to provide students with integrated knowledge on the role of marketing applications. After completing this module, students will be able to demonstrate their understanding of the knowledge gained by applying the principles of marketing in a project-based environment, especially marketing communications, practically. Students will be able to demonstrate a clear understanding and interpretation of the basic principles of marketing applications and project management in marketing and be able to | Marketing and Retail Management | 1 marker |

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| | | apply theory to practice in the context of problem situations in their day-to-day work environment. The knowledge and skills gained from this module will serve to support the running of a business and will therefore contribute to the development of the economy of the country. | | |
| MNM 3708 | Retail Management | The purpose of this module is to provide students with a well- rounded and systematic knowledge base of retail management, with emphasis placed on retail marketing, retail store operations and retail strategy. | Marketing and Retail Management | 1 marker |
| MNM 3709 | Strategic Marketing | The purpose of this module is to enable students to gain insight into the nature of strategic marketing. The field of strategic marketing is extremely dynamic and challenging and the study of it will enable students to familiarize themselves with the ways in which a business pursues its objectives in a changing and highly competitive market. Strategic market encompasses what students have learned regarding marketing with the four main phases that are considered the thrust of a strategic marketing strategy, (1) strategic analysis, (2) market strategies, (3) strategic, planning, and (4) strategy evaluation and control. | Marketing and Retail Management | 2 markers |
| MNM 3710 | Brand Management | The purpose of this module is to enable students to integrate knowledge of brand management in relation to the marketing and retail management discipline. This will be achieved through the ability of explaining, distinguishing and discussing the key concepts brand management namely, brand, branding, brand image, identity and positioning, brand architecture, brand equity and brand value chain, designing marketing programmes to build on brand equity, measuring brand equity and performance, brand content planning, branding in the digital era, branding in south Africa and Africa, international branding, a perspective on service branding, and internal branding and engagement. Further, the student must demonstrate knowledge and application in analysing brand management case studies by evaluating, judging and justifying the concepts. Thereby developing brand strategies. | Marketing and Retail Management | 1 marker |
| MNM 3711 | International Marketing | The purpose of this module is to provide students with a comprehensive understanding of international marketing and the process of developing competitive international marketing strategies, based on a sound understanding of the international marketing environment. The ultimate aim of this module is to teach students how to develop an international marketing plan based on the international marketing planning process. | Marketing and Retail Management | 1 marker |

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| MNM 3712 | Customer Relationship Management | Students will be able to evaluate and apply a range of methods of enquiry in CRM. Lastly, students will be able to demonstrate an ability to analyse, critically reflect on, and address complex problems, applying evidence-based solutions and theory-driven arguments in the field of CRM. | Marketing and Retail Management | 1 marker |
| MNM 3713 | Services Marketing | Students credited with this module are able to demonstrate integrated knowledge of the marketing principles, activities and decisions applicable to service products and which includes the ability to practically apply these principles, activities and decisions. Students are also able to demonstrate an understanding of knowledge and ability to evaluate types of knowledge with regards to critical issues involved in the marketing to service products. Students can demonstrate an ability to analyse customer behaviour and developing innovative service product packages. | Marketing and Retail Management | 1 marker |
| Mnm3714 | Digital Marketing | Students enrolled for this module will learn to integrate the internet into a comprehensive digital strategy that will complement and add to an organisation's marketing strategy. | Marketing and Retail Management | 1 marker |
| MNM 4801 | Contemporary Issues in Marketing | To provide the student with relevant competencies (knowledge, skills, norms and values) in order to understand, analyse and interpret the impact of contemporary marketing issues on the marketing activities of the firm and to prepare a considered strategic marketing response to these issues that can be documented and be used to guide the firm's future marketing effort. The application of the skills and knowledge will provide the student with the ability to proactively respond to the changing advantage of the many opportunities in this rapidly developing sector. | Marketing and Retail Management | 1 marker |
| MNM 4803 | Marketing Metrics | The purpose of the learning is to provide the student with relevant competencies (knowledge, skills, norms and values) in order to select, calculate and explain key marketing, financial and business metrics. The student will understand how the metric is constructed and how it is used in decision-making, as well as how to manage the strategic implications of the metric for marketing and the business as a whole. | Marketing and Retail Management | 1 marker |
| MNM 4805 | Strategic Marketing in Practice | The purpose of this module is to build on the existing strategic marketing knowledge of undergraduate students. This module provides insight into the building blocks of strategic marketing and the interrelatedness of these building blocks. It covers the formulation, implementation and control of strategic marketing plans and also affords students with the opportunity to evaluate and | Marketing and Retail Management | 1 marker |

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| | | develop a strategic marketing plan and to suggest ways to implement strategy in given business contexts. | | |
| HRBUS84 | Research Project in Marketing | The purpose of the module is to equip students with the competencies required to plan, execute and write an acceptable academic research proposal in Marketing. Students will be able to gather, analyse, evaluate, and apply knowledge and reason and debate in written format a specific topic, recognising existing research on the topic and integrate appropriate research methodologies in Marketing. | Marketing and Retail Management | 2 markers |

We welcome applications from persons with disabilities

