



**DEPARTMENT OF MARKETING MANAGEMENT  
(SECOND AVENUE CAMPUS AND GEORGE)**

**GENERAL INFORMATION FOR  
UNDERGRADUATE AND POSTGRADUATE  
STUDENTS OF MARKETING MANAGEMENT**

**2017**

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## 1 GENERAL

The purpose of this information booklet is to provide new and existing students of Marketing Management with specific information and guidelines regarding their studies. Please note that all Marketing Management classes are presented in English.

The members of the Department of Marketing Management undertake to do everything in their power to assist you in completing your studies successfully. You should not hesitate to consult the lecturer concerned when you experience problems, uncertainties and the like with your studies. Consultation hours are indicated on each lecturer's office door. Please adhere strictly to these hours, or make specific appointments. The office telephone number and email address of each lecturer is listed in this guide so there is no reason why you cannot contact your lecturer for assistance. Further information can be obtained on the department's website which can be found at <http://www.nmmu.ac.za>.

## 2 STAFF

(SECOND AVENUE)

### **Dr Marlé van Eyk – Head of Department**

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### **Main tasks and area of teaching**

- Academic and administrative management of the department. All problems, complaints and the like which you cannot sort out with the lecturer concerned may be discussed with Dr Van Eyk
- Marketing 4 (BEM4130 and BEM4140)
- Supervision of M Tech dissertations (BBH5110) and D Tech theses (BBH6110)

### **Prof Laetitia Radder**

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### **Area of teaching**

- Applied Marketing (BTB4110)
- Marketing IV (BEM4130/BEM4140)
- Business Research Principles (EBAD421)
- Supervision of M Tech dissertations (BBH5110) and D Tech theses (BBH6110)

**Mrs Renee Ferreira**

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**Area of teaching**

- Small Business Marketing (BBH3332/BBH3012/BET3222)
- Customer Relationship Management (BCB3300/BCB3301)
- Applied Marketing (BTB4110)
- Business Research Principles (EBAD421)

**Mrs Tania Shrosbree**

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**Area of teaching**

- Consumer Behaviour (BCB3330)
- Sales Management (BVB2220)

**Mrs Altouise Jonas**

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**Area of teaching**

- Introduction to Marketing (BBH1101/BBH1021)
- Personal Selling (BPS2211/BPS2212)
- Public Relations (BMR2112)

**Mr Andrew Marriott**

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**Area of teaching**

- Introduction to Marketing (BBH1101/BBH1021)
- Marketing II (BBH2230)

**Dr Felix Amoah**

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**Area of teaching**

- Advertising and Sales Promotion (BRL1120/BRL1121)
- Marketing IV (BEM4130/BEM4140)
- Business Research Principles (EBAD421)
- Supervision of M Tech dissertations (BBH5110) and D Tech theses (BBH6110)

**Dr Ignis McLaren**

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**Area of teaching**

- Advanced Marketing Finance (BFE4110)

**Mr Danie Ferreira**

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**Area of teaching**

- Introduction to Marketing - Augmented (BMF11X1)
- Fundamentals of Marketing (BBH1011)
- International Marketing (BBH3201/BBH3211/BET3211)

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**Ms Fundiswa Ngubo – Faculty Administrator**

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## **GEORGE CAMPUS**

### **Mr Vincent Hau-Yoon**

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#### **Area of teaching**

- Marketing II (BBH2530)
- Personal Selling (BPS2511)
- Customer Relationship Management (BCB3540)
- International Marketing (BBH3511)
- Small Business Marketing (BBH3512)

### **Mrs Adele Potgieter**

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#### **Area of teaching**

- Introduction to Marketing (BBH1501/BBH1021)
- Advertising and Sales Promotion (BRL1520)
- Consumer Behaviour (BCB3530)
- Sales Management (BVB2520)

### **Mr Carlo Swiegelaar**

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#### **Area of teaching**

- Introduction to Marketing - Extended (BMF11X1)
- Fundamentals of Marketing (BBH1011)
- Public Relations (BMR2512)

### **Ms Charlene Cupido – Administrative Assistant**

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### 3 TIMETABLE AND VENUES

You will be provided with a timetable on the day of registration. On it is reflected the venue and the subject code. All lectures are offered on the Second Avenue Campus or George Campus, unless you are specifically informed of other arrangements.

### 4 PRESCRIBED BOOKS

You will find the prescribed book list for the generic first year modules in Annexure A on page 13 of this booklet.

A completed prescribed booklist for the Department of Marketing Management can be found in Annexure B on page 14.

### 5 GENERAL LEARNING OUTCOMES

Module guides will be provided to all students at the beginning of each module, containing mark compilation, lecture schedules and assessments for the module.

Students should study the relevant sections in the prescribed textbooks thoroughly **before** the work is dealt with in class. Fruitful class discussions and the success of your studies will depend to a large degree on whether you **have prepared in advance**.

The three exit level outcomes of the diploma are provided by SAQA as follows.

- Apply the principles of sales management in different marketing contexts.
- Apply the principles and techniques of marketing in different marketing contexts.
- Apply the principles of consumer behaviour in different marketing contexts.

The first and second year of study prepare you for these exit level outcomes through the following learning outcomes:

- understand and apply fundamental principles of marketing;
- integrate and apply the principles of strategic marketing management in different marketing contexts;
- apply fundamental economic, legal and numeracy skills related to business scenarios;
- apply fundamental concepts of financing to marketing contexts;
- understand and apply selected principles of consumer behaviour;
- communicate marketing information effectively using different media and techniques;
- apply the principles and techniques of marketing communications/

- promotion in different marketing contexts; and
- apply the principles of selling.

Exit level outcomes of the B Tech degree are provided by SAQA as follows:

- contribute towards organisational strategic planning from a marketing perspective;
- apply the principles and techniques of marketing in selected, specialised fields of marketing;
- apply the principles and techniques of marketing communication in a specialised marketing context;
- apply advanced economic principles to the marketing context;
- apply basic principles of financial and management accounting;
- apply statistical techniques to the marketing context.

You are prepared for these exit level outcomes through the following;

- Identifying, describing and explaining appropriate management and economic principles and techniques in a marketing context
- Using appropriate principles of techniques of management, financial accounting and statistical analysis in marketing decisions
- Conducting a situation analysis and reporting on the field study within a specialised context, providing solutions to the problem realistically and clearly communicating both the problems and solutions in line with recognised criteria.

## 6 CLASS ATTENDANCE, CLASS PERFORMANCE, EVALUATIONS AND CALCULATION OF FINAL MARKS

The Department of Marketing Management is aware that some students adopt a reckless attitude with regard to class attendance and the completion/submission of class evaluations. We would like to draw your attention to the following guidelines.

- (i) NMMU is a residential university, and class attendance and participation in class activities are compulsory. (Refer to the NMMU Prospectus 2017 - Attendance Requirements).
- (ii) Opportunities are provided for students to participate in class evaluations, assignments and tests. Notice of these activities is given well in advance, usually in the module guide. Students therefore cannot claim that they were unaware of, or had insufficient time to prepare, as an excuse for unsatisfactory performance. (Refer to the NMMU Prospectus 2017 - Assessment).
- (iii) Tests, as well as a number of continuous class evaluations, are



scheduled for each module. Any clashes should be reported to the lecturer concerned no more than three weeks after the start of the module.

- (iv) Departmental class evaluation policy  
Every lecturer chooses his/her own evaluation schedule with the proviso that each module is evaluated by at least one **written** assignment and that the module mark compilation is clearly stipulated in the module guide.

All errors and omissions with regard to marks of tests, assignments and class marks are to be reported to the lecturer concerned within one week of being made available to the students.

- (v) Illness during evaluations  
Should a student be ill during **any** of the scheduled evaluations, such a student has to submit (within **a week** of the scheduled evaluation date) a duly completed medical certificate completed by a medical doctor on the prescribed University form. The medical certificate must contain the telephone number of the medical doctor. All certificates will be telephonically verified. Special consideration will only be granted for genuine illnesses. (Refer to the NMMU Prospectus 2017 - Assessment).

No additional evaluations will be granted:

- if a medical doctor suggests in writing that he/she is unconvinced about the seriousness of the illness or whether it could have influenced the student's preparation;
- should the student visit the doctor **after** the examination or test has been written;
- to students suffering from symptoms such as a headache, sore throat, tension, coughing etc., even if a medical certificate is lodged; and
- in cases of illness related to family members, friends or pets.

- (vi) Organised sport / work commitments  
Leave of absence for sport is granted only for approved South African Universities' activities and for participation at first class, provincial, as well as national or international level on the strength of satisfactory documentary evidence from the president/secretary of the relevant sporting body.

Absence due to work commitments will be dealt with on the merits of each individual case and will under no circumstances be considered without documentary evidence from a superior on a company letterhead.

Arrangements with regard to these two types of absences must be made well in advance, preferably at least two weeks before the evaluation that will be missed. Absence due to sporting and work commitments will be dealt with by the relevant lecturer on the same basis as absence for medical reasons.

(vii) Calculation of class marks

The composition of the class mark for each module is at the discretion of the relevant lecturer and will be detailed in the module guide. Class marks are comprised of marks earned during the semester / year for such evaluations as tests, assignments, class presentations and/or projects.

All candidates for all modules must obtain a minimum class mark of 40% as due performance before he/she will be allowed to sit for an examination.

(viii) Calculation of final mark

The calculation of the final mark is as follows:

Class mark	40%
Examination mark	60%

The above calculation implies that the continuous performance throughout the module (thus the class mark) will count almost half of the final mark. To put it in a different way, the work during the module counts 40% and the examination 60% when calculating the final mark. This illustrates why it is so important that you should perform throughout the module. For example, if you sit the examination with a class mark of only 40%, you would need 57% in the examination to pass the module. It would take an enormous leap in effort to improve your performance by 42.5% on the entire syllabus when you have shown that you are unable to pass evaluations on smaller sections of the work. Conversely, if you sit the examination with a class mark of 65% you would need only 40% in the examination to pass the module. In the examination a subminimum performance (examination mark) of 40% must be achieved to pass the module. (Refer to the NMMU Prospectus 2016 - Assessment).

## 7 ASSIGNMENTS

All undergraduate students are required to complete at least one major written assignment per module. The assignment must be the student's own effort. The lecturer concerned will explain the form, length, type and purpose of the assignment. You will be expected to hand in the assignment typed in 12 point

Arial font with 1½ line spacing throughout, on one-sided A4-size paper. The assignment must be provided with a proper title page, stapled in the upper left hand corner, and it may not be placed in a file.

The assignment must be handed in on the prescribed date in accordance with instructions handed out in class. Five percent per day will be subtracted if an assignment is handed in late, with the proviso that an assignment submitted more than three days late cannot be awarded more than 50%. However, the 5% will continue accumulating. Thus an assignment worth 65%, handed in three days late would earn 50%, five days late 40% and a week late 30%.

The assignment topics are usually announced during the first contact lecture of each module and appear in the module guide. Should a student be dishonest by copying a fellow student's assignment or one of their own previous assignments or copy from any other electronic or written source, in part or whole, such a case will be reported to the disciplinary committee of NMMU.

A separate information document dealing with the planning and completion of assignments will be provided in order to successfully complete your assignments.

## 8 POLICY: GRANTING OF SUPPLEMENTARY EXAMINATIONS

Supplementary examinations will be granted to students who have:

- attempted and failed the original final assessment; and
- obtained a final mark of between 45% and 49%.  
(Refer to the NMMU Prospectus 2017 - Assessment).

Supplementary examinations in Marketing Management follow the same format as the original final assessment. The onus is on the student to ascertain whether he/she qualifies for a re-examination and when these are scheduled.

## 9 ADMISSION REQUIREMENTS FOR SECOND, THIRD AND FOURTH YEAR MODULES IN MARKETING MANAGEMENT

Credits will be obtained for all modules which are passed. Despite this, a student may be refused full time registration in the next year based on poor performance. In order to be readmitted to a programme, a student needs to have accumulated a minimum number of credits at the end of each year of study. See page 15 in the 2017 Faculty of Business and Economic Sciences prospectus for the credits required after each year of study to ensure re-admission.

The following subjects cannot be attempted before the prerequisite subjects have been passed:

<b><u>MODULE</u></b>	<b><u>PREREQUISITE</u></b>
Marketing II	Introduction to Marketing
International Marketing	Marketing II
Small Business Marketing	Marketing II
Customer Relationship Management	Public Relations & Personal Selling
Marketing IV	International Marketing & Small Business Marketing

## 10 ADMISSION REQUIREMENTS FOR B TECH: MARKETING

A prospective student will be considered for admission to B Tech if he/she is in possession of a National Diploma Marketing or equivalent qualification, or has been granted status in accordance with NMMU regulations.

A prospective B Tech student will have to obtain a minimum of 60% average for all three of his or her major third year modules. This means that a student might obtain for example 50% in one of the major third year modules, but will then have to obtain 70% in another major third year module, in order to qualify for an average of 60% for the three major third year modules. The three modules that are considered in the calculation of the average are:

Marketing III (the average of the marks for BBH3211 - International Marketing and BBH3332 - Small Business Marketing)  
BCB3300 - Customer Relationship Management  
BCB3330 - Consumer Behaviour

**PLEASE NOTE THAT A MINIMUM OF TEN STUDENTS IS NEEDED TO OFFER THE B TECH (MARKETING) ON EITHER THE PORT ELIZABETH OR GEORGE CAMPUS.**

## 11 STUDENT CODE OF CONDUCT

In the interests of promoting learning within the Department of Marketing Management, the following code of conduct should be the standard toward which students strive.

- Ethical conduct: students should not engage in theft, dishonesty, producing fraudulent doctor's notes, etc.
- Respect: students should treat their lecturers and fellow students with respect at all times. Remember, the way you dress also reflects your respect for your body and those who look at you.

- Commitment: students should be committed to their work.
- Set a good example: refrain from littering, damaging property, crude language, etc.
- Promote the image of the NMMU and the Department of Marketing Management: students should at all times be loyal to their university as well as to the Department of Marketing Management.

# HOW TO SURVIVE THE 1<sup>ST</sup> YEAR

10 rules that you should follow to make the best of your time at varsity:



## Annexure A

**First Year Prescribed Book List**

Module	Module Code	Semester	Credit Value	Prerequisite*	Prescribed Textbook (Students should consult with their lecturers to confirm the accuracy of the information below. The two bookstores, namely Rehab and Van Schaiks, may also be able to assist in this regard.)
Introduction to Microeconomics	ECO1001 / BED1201	Semester 1	12	None	Mohr, P. 2015. <u>Economics for South African students</u> . 5 <sup>th</sup> edition. Pretoria: Van Schaik. ISBN: 978 0 627 03342 1 Recommended dictionary for Xhosa-speaking students Dyubhele, N., Guzana, Z., Duze, N. and Mkonto, B. 2007. <u>Isigama Sezogoqosho / Economic terms and concepts made simple</u> . 1 <sup>st</sup> edition. Pretoria: Van Schaik. ISBN: 9780627027215
Introduction to Macroeconomics	ECO1002 / BED1202	Semester 2	12	Students should preferably have taken BED1201 before registering for BED1202	Mohr, P. 2015. <u>Economics for South African students</u> . 5 <sup>th</sup> edition. Pretoria: Van Schaik. ISBN: 978 0 627 03342 1 Recommended dictionary for Xhosa-speaking students Dyubhele, N., Guzana, Z., Duze, N. and Mkonto, B. 2007. <u>Isigama Sezogoqosho / Economic terms and concepts made simple</u> . 1 <sup>st</sup> edition. Pretoria: Van Schaik. ISBN: 9780627027215
Introduction to Management	BMM1001/ BMM1101	Semester 1	12	None	Van Aardt, I., Hewitt, M., Bendeman, H., Bezuidenhout, S. and Janse van Rensburg, L. 2014. <u>Entrepreneurship and new venture management</u> . 5 <sup>th</sup> edition. Cape Town: Oxford. ISBN: 978 019 9054022 and Oxford English Dictionary
Introduction to Marketing	BBH1021 / BBH1101	Semester 1	12	None	Kotler, P., Armstrong, G., and Tait, M. 2016. <u>Principles of Marketing: Global and Southern African Perspectives</u> . 2 <sup>nd</sup> edition. Cape Town: Pearson. ISBN: 9781775789499 (also available as an E-book from <a href="http://shop.pearson.co.za/9781928226529">http://shop.pearson.co.za/9781928226529</a> )
Introduction to Logistics	BLG1012 / BLG1102	Semester 2	12	None	Horn, G., Badenhorst-Weiss, H., Cook, G., Heckroodt, S., Howell, J., Phume, T.B., Strydom, J. <u>Supply chain management: A logistics approach</u> . 1 <sup>st</sup> edition. Cape Town: Oxford. ISBN: 978 019 905 3551
Introduction to Tourism	TOU1002 / BTO1102	Semester 2	12	None	George, R., Barben, T., Chivaka, R., Jansen van Vuuren, M., Knott, B., Lehmann, S., Mulder, M., Nel, J., Nieuwenhuizen, C., Saunders, C., Swart, K., van der Watt, H. & van Zyl, C. 2016. <u>Managing Tourism in South Africa</u> . 2 <sup>nd</sup> edition. Cape Town: Oxford. ISBN: 9780199075874
End-user Computing	ITV1001 / BEU1011 BEU1012	Semester 1 OR Semester 2	12	None	None. Free up-to-date book material from Microsoft will be placed on an accessible drive.
Communication in English A	LKH1000 / BKH1120	Year	24	None	Cleary, S. (ed). 2014. <u>Communication: A Hands-on Approach</u> . 2 <sup>nd</sup> edition. Kenwyn: Juta. ISBN: 9780702197970
Business Accounting	RBA1002 / BFC1300	Semester 2	12	None	Notes are provided by the relevant department

## ANNEXURE B

### PRESCRIBED BOOK LIST – 2017 DEPARTMENT OF MARKETING MANAGEMENT

1 = 1<sup>st</sup> Semester  
2 = 2<sup>nd</sup> Semester  
3 = Full Year

6 = 1<sup>st</sup> Term of 1<sup>st</sup> Semester  
7 = 2<sup>nd</sup> Term of 1<sup>st</sup> Semester

8 = 1<sup>st</sup> Term of 2<sup>nd</sup> Semester  
9 = 2<sup>nd</sup> Term of 2<sup>nd</sup> Semester

**LECTURER AND MODULE COORDINATOR:** Dr Felix Amoah

**Email Address:** felix.amoah@nmmu.ac.za

SUBJECT NAME AND COURSE/CODE	TITLE	AUTHOR	PUBLISHER & ISBN	LECTURER	YEAR OF STUDY	SEMESTER/ YEAR (1, 2 or 3)
Advertising and Sales Promotion I BRL1120/BRL1520	Advertising, Promotion, and Other Aspects of Integrated Marketing Communications: South African Edition, 1 <sup>st</sup> Ed.	Terence A. Shimp; J. Craig Andrews	Cengage ISBN 978-1-4080-9356-6	Dr Felix Amoah Mrs Adele Potgieter	3rd	3
Advertising and Sales Promotion I BRL1121	Advertising, Promotion, and Other Aspects of Integrated Marketing Communications: South African Edition, 1 <sup>st</sup> Ed.	Terence A. Shimp; J. Craig Andrews	Cengage ISBN 978-1-4080-9356-6	Dr Felix Amoah Mrs Adele Potgieter	4 <sup>th</sup>	1



**LECTURER AND MODULE COORDINATOR:** Mr Andrew Marriott**CONTACT NUMBER:** 041 5043733

SUBJECT NAME AND COURSE/CODE	TITLE	AUTHOR	PUBLISHER & ISBN	LECTURERS	YEAR OF STUDY	SEMESTER/ YEAR (1, 2 or 3)
Introduction to Marketing BBH1101/BBH1021/ BBH1501	Principles of Marketing: Global and Southern African Perspectives. 2 <sup>nd</sup> Edition	Kotler, P. Armstrong, G & Tait, M. 2016.	Cape Town: Pearson. ISBN 9781775789499	Mr Andrew Marriott Mrs Altouise Jonas Mrs Adele Potgieter	1st	1
Marketing II BBH2220/2230/2530	Principles of Marketing: Global and Southern African Perspectives. 2 <sup>nd</sup> Edition	Kotler, P. Armstrong, G & Tait, M. 2016.	Cape Town: Pearson. ISBN 9781775789499	Mr Andrew Marriott Mr Vincent Hau-Yoon	2 <sup>nd</sup>	3
Marketing II BBH2222/BBH2232	Principles of Marketing: Global and Southern African Perspectives. 2 <sup>nd</sup> Edition	Kotler, P. Armstrong, G & Tait, M. 2016.	Cape Town: Pearson. ISBN 9781775789499	Mr Andrew Marriott	2 <sup>nd</sup>	2

**LECTURER AND MODULE COORDINATOR:** Ms Renee Ferreira / Mr Vincent Hau-Yoon**CONTACT NUMBER:** 041 5043775 / 044 – 801 5574

SUBJECT NAME AND COURSE/CODE	TITLE	AUTHOR	PUBLISHER & ISBN	LECTURER	YEAR OF STUDY	SEMESTER/ YEAR (1, 2 or 3)
Customer Relationship Management BCB3300/BCB3540	Relationship marketing and customer relationship management	Berndt & Tait	Juta ISBN 978 485 102649	Mrs Renee Ferreira Mr Vincent Hau-Yoon	3 <sup>rd</sup>	3
Customer Relationship Management BCB3301	Relationship marketing and customer relationship management	Berndt & Tait	Juta ISBN 978 485 102649	Mrs Renee Ferreira	4 <sup>th</sup>	1
Small Business Marketing BBH3302/BBH3512	Entrepreneurship: Theory in Practice 3rd edition	Venter & Urban	9780199077892	Mrs Renee Ferreira Mr Vincent Hau-Yoon	3 <sup>rd</sup>	2
Small Business Marketing BET3222	Entrepreneurship: Theory in Practice 3rd edition	Venter & Urban	9780199077892	Mrs Renee Ferreira	4 <sup>th</sup>	2

**LECTURER AND MODULE COORDINATOR:** Ms Altouise Jonas**CONTACT NUMBER:** 041 5043731

<b>SUBJECT NAME AND COURSE/CODE</b>	<b>TITLE</b>	<b>AUTHOR</b>	<b>PUBLISHER &amp; ISBN</b>	<b>LECTURER</b>	<b>YEAR OF STUDY</b>	<b>SEMESTER/ YEAR (1, 2 or 3)</b>
Personal Selling BPS2211/BPS2511	Sell trust based professional selling 5th edition	Ingram, Laforge, Avila, Schwepker, Williams	Cengage 978-1-305-66209-4	Mrs Altouise Jonas Mr Vincent Hau-Yoon	2 <sup>nd</sup>	1
Personal Selling BPS2212	Sell trust based professional selling 5th edition	Ingram, Laforge, Avila, Schwepker, Williams	Cengage 978-1-305-66209-4	Mrs Altouise Jonas	3 <sup>rd</sup>	1
Public Relations BMR2112/BMR2512	Handbook of Public Relations (latest)	Skinner, Mersham, Benecke	Oxford 978-0-19-905849-5	Mrs Altouise Jonas Mr Carlo Swiegelaar	FT: 2 <sup>nd</sup> PT: 3 <sup>rd</sup>	2

**LECTURER AND MODULE COORDINATOR:** Dr Marié Van Eyk**CONTACT NUMBER:** 041 5043810

<b>SUBJECT NAME AND COURSE/CODE</b>	<b>TITLE</b>	<b>AUTHOR</b>	<b>PUBLISHER &amp; ISBN</b>	<b>LECTURER</b>	<b>YEAR OF STUDY</b>	<b>SEMESTER/ YEAR (1, 2 or 3)</b>
International Marketing BBH3011/BBH3201/ BBH3321/BET3211/ BBH3511	International Marketing	Bothma & Burgess	Oxford ISBN 9780195991185	Mr Danie Ferreira Mr Vincent Hau-Yoon	3 <sup>rd</sup>	1
International Marketing BET3211	International Marketing	Bothma & Burgess	Oxford ISBN 9780195991185	Mr Danie Ferreira	4 <sup>th</sup>	1

**LECTURER AND MODULE COORDINATOR:** Ms Tania Shrosbree**CONTACT NUMBER:** 041 5043724

<b>SUBJECT NAME AND COURSE/CODE</b>	<b>TITLE</b>	<b>AUTHOR</b>	<b>PUBLISHER &amp; ISBN</b>	<b>LECTURER</b>	<b>YEAR OF STUDY</b>	<b>SEMESTER/ YEAR (1, 2 or 3)</b>
Consumer Behaviour BCB3330/BCB3530	Consumer Behaviour:Global and Southern African Perspectives	Leon Schiffman and Leslie Kanuk	Cape Town: Pearson ISBN 9781775785033	Mrs Tania Shrosbree Mrs Adele Potgieter	3 <sup>rd</sup>	3
Consumer Behaviour BCB3332/BCB1112/ BCB1120	Consumer Behaviour:Global and Southern African Perspectives	Leon Schiffman and Leslie Kanuk	Cape Town: Pearson ISBN 9781775785033	Mrs Tania Shrosbree	4 <sup>th</sup> 4 <sup>th</sup> 2 <sup>nd</sup>	2
Sales Management BVB2220/BVB2520	Sales Management	Editor : Antonie Drotsky	Juta ISBN 9781485102212	Mrs Tania Shrosbree Mrs Adele Potgieter	2 <sup>nd</sup>	3
Sales Management BVB2221 BVB3121	Sales Management	Editor : Antonie Drotsky	Juta ISBN 9781485102212	Mrs Tania Shrosbree	3 <sup>rd</sup> 4 <sup>th</sup>	1

**LECTURER AND MODULE COORDINATOR:** Dr Ignis McLaren**CONTACT NUMBER:** 041 5042783

<b>SUBJECT NAME AND COURSE/CODE</b>	<b>TITLE</b>	<b>AUTHOR</b>	<b>PUBLISHER &amp; ISBN</b>	<b>LECTURER</b>	<b>YEAR OF STUDY</b>	<b>SEMESTER/ YEAR (1, 2 or 3)</b>
Marketing Finance IV BFE 4110	Accounting & Finance for Non-Specialists – 9 <sup>th</sup> Edition	Atrill & McLaney	Cape Town: Pearson 9781292062716	Dr Ignis McLaren	4 <sup>th</sup>	3

**LECTURER AND MODULE COORDINATOR:** Mr Danie Ferreira

**Email Address:** Danie.Ferreira@nmmu.ac.za

SUBJECT NAME AND COURSE/CODE	TITLE	AUTHOR	PUBLISHER & ISBN	LECTURER	YEAR OF STUDY	SEMESTER/ YEAR (1, 2 or 3)
Introduction to Marketing – Augmented BBH11X1/BMF11X1	Principles of Marketing: Global and Southern African Perspectives. 2 <sup>nd</sup> Edition	Kotler, P. Armstrong, G & Tait, M. 2016. 2nd edition.	Cape Town: Pearson. ISBN 9781775789499	Mr Danie Ferreira Mr Carlo Swiegelaar	1 <sup>st</sup>	1
Fundamentals of Marketing BBH1011	Principles of Marketing: Global and Southern African Perspectives. 2 <sup>nd</sup> Edition	Kotler, P. Armstrong, G & Tait, M. 2016.	Cape Town: Pearson. ISBN 9781775789499	Mr Danie Ferreira	1 <sup>st</sup>	2

**ANNEXURE C**  
**ACADEMIC CALENDAR: 2017**

**LECTURE BLOCKS**

- **First teaching block:** Monday 6 February – Friday 24 March (34 days)
- **Second teaching block:** Monday 27 March – Friday 26 May (36 days)
- **Third teaching block:** Monday 17 July – Friday 1 September (34 days)
- **Fourth teaching block:** Monday 4 September – Friday 27 October (35 days)

**NORMAL EXAMINATION PERIODS**

- **First Semester:** Wednesday 31 May – Tuesday 20 June (16 days)
- **Second Semester:** Thursday 2 November – Wednesday 22 November (18 days)

**RE-EXAMINATION PERIODS**

- **January re-examinations:** Monday 9 January – Tuesday 24 January (including extension of 2016 normal examinations)
- **February re-examinations:** Thursday 9 February – Friday 17 February (during term time)
- **Second Semester:** Monday 10 July – Friday 14 July
- **December re-exam:** Monday 11 December – Wednesday 13 December

**NOTE:**

***In the event of exams being disrupted, the University reserves the prerogative to extend the exam period for a reasonable time beyond the planned end of exams.***

**GRADUATION CEREMONIES**

**Autumn graduation**

- Thursday 30 March – Friday 31 March (George)
- Tuesday 4 April – Tuesday 11 April (Port Elizabeth)

**Summer graduation**

- Thursday 14 December 2017
- Friday 15 December 2017

**STUDENT RECESS PERIODS**

- 14 April – 23 April
- 21 June – 16 July
- 23 September – 1 October
- 23 November – 31 December

**\* University re-opens: 3 January 2017**

**PUBLIC AND SCHOOL HOLIDAYS 2017**

<b>Semester 1</b>	<b>Sun</b>	1 January	New Year's Day
	<b>Mon</b>	2 January	Public Holiday
	<b>Tues</b>	21 March	Human Rights Day
	<b>Fri</b>	14 April	Good Friday
	<b>Mon</b>	17 April	Family Day
	<b>Thurs</b>	27 April	Freedom Day
	<b>Fri</b>	28 April	University Holiday
	<b>Mon</b>	1 May	Workers' Day
	<b>Fri</b>	16 June	Youth Day
	<b>Semester 2</b>	<b>Wed</b>	09 August
<b>Sun</b>		24 September	Heritage Day
<b>Mon</b>		25 September	Public Holiday
<b>Sat</b>		16 December	Day of Reconciliation
<b>Mon</b>		25 December	Christmas Day
<b>Tues</b>		26 December	Day of Goodwill