



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

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

2019

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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.mandela.ac.za>.

2 STAFF

(SECOND AVENUE)

Prof 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)
- Services Marketing (EBMM402)
- Supervision of Master of Commerce: Marketing (Research) (BBH500) and Doctor of Philosophy: Marketing (Research) (BBH600)

Prof Laetitia Radder – Emeritus Professor

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Area of teaching

- Supervision of Master of Commerce: Marketing (Research) (BBH500) and Doctor of Philosophy: Marketing (Research) (BBH600)

Mrs Renee Ferreira

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Area of teaching

- Small Business Marketing (BBH3332/BBH3012/BET3222)
- Customer Relationship Management (BCB3000/BCB3001/BCB3300/BCB3301)
- Business Research Principles (EBAD421)

Mrs Tania Shrosbree

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Area of teaching

- Sales Management (BVB2000/BVB2001/BVB2220/BVB2221)
- Consumer Behaviour (BCB3330/BCB3332/BCB3010/3002)
- Strategic Management (EBMM411)

Dr Altouise Jonas

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Area of teaching

- Fundamentals of Marketing (BBH1011)
- Introduction to Marketing (BBH1021)
- Public Relations (BMR2002)
- Services Marketing (EBMM411)

Mr Andrew Marriott

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Area of teaching

- Introduction to Marketing (BBH1022)
- Marketing II (BBH2000/BBH2012)

Dr Felix Amoah

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Area of teaching

- Advertising and Sales Promotion (BRL1000/BRL1011/BRL1120/BRL1121)
- Applied Marketing IV (BTB4110)
- Business Research Principles (EBAD421)
- Supervision of Master of Commerce: Marketing (Research) (BBH500) and Doctor of Philosophy: Marketing (Research) (BBH600)

Dr Danie Ferreira

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Area of teaching

- Introduction to Marketing - Augmented (BMF11X1)
- International Marketing (BBH3011/BBH3201/BBH3211/BBH3001/BET3211)

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GEORGE CAMPUS

Mr Vincent Hau-Yoon

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Area of teaching

- Marketing II (BBH2000)
- Customer Relationship Management (BCB3540/BCB3000)
- Personal Selling (BPS2001)
- International Marketing (BBH3511/BBH3011)
- Small Business Marketing (BBH3512/BBH3012)
- Public Relations (BBH2002)

Dr Adele Potgieter

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Area of teaching

- Introduction to Marketing (BBH1022)
- Advertising and Sales Promotion (BRL1000)
- Sales Management (BVB2000)
- Business Research Principles (EBAD421)
- Supervision of Master of Commerce: Marketing (Research) (BBH500)
and Doctor of Philosophy: Marketing (Research) (BBH600)

Mr Carlo Swiegelaar

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Area of teaching

- Introduction to Marketing - Extended (BBH11X1)
- Fundamentals of Marketing (BBH1011)
- Consume Behaviour (BCB3010)

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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 complete prescribed booklist for the Department of Marketing Management can be found in Annexure B and C on page 14 -15.

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**.

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) NELSON MANDELA UNIVERSITY is a residential university, and class attendance and participation in class activities are compulsory. (Refer to the NELSON MANDELA UNIVERSITY Prospectus 2019 - 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 NELSON MANDELA UNIVERSITY Prospectus 2019 - 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 three days 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 date of return as indicated on the medical certificate) 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 NELSON MANDELA UNIVERSITY Prospectus 2019 - 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 NELSON MANDELA UNIVERSITY Prospectus 2019 - Assessment).

7 ASSIGNMENTS

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 NELSON MANDELA UNIVERSITY.

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%.

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 NELSON MANDELA UNIVERSITY Prospectus 2019 - 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 AND THIRD 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 2019 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:

<u>MODULE</u>	<u>PREREQUISITE</u>
Marketing II	Introduction to Marketing
International Marketing	Marketing II
Small Business Marketing	Marketing II

10 ADMISSION REQUIREMENTS ADVANCED DIPLOMA IN BUSINESS STUDIES: MARKETING MANAGEMENT

A prospective student will be considered for admission to the Advanced Diploma in Business Studies: Marketing Management if he/she is in possession of a National Diploma Marketing or equivalent qualification, or has been granted status in accordance with Nelson Mandela University regulations.

A prospective Advanced Diploma in Business Studies: Marketing Management 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 BBH3011 - International Marketing and BBH3012 - Small Business Marketing)
 BCB3000 - Customer Relationship Management
 BCB3010 - Consumer Behaviour

PLEASE NOTE THAT A MINIMUM OF TEN STUDENTS IS NEEDED TO OFFER THE ADVANCED DIPLOMA IN BUSINESS STUDIES: MARKETING MANAGEMENT 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 NELSON MANDELA UNIVERSITY 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 1ST YEAR

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

- 1 Go to all orientations including the campus tour.
 - 2 Get organised by buying an organiser, a big wall calendar, etc. to help you know when assignments are due.
 - 3 Go to class and don't skip the 07:45am lecture. You'll receive vital information about what to expect in tests, changes in due dates, etc.
 - 4 Seek a balance between social and academic life.
 - 5 Get involved on campus like joining a society and making plenty of friends.
 - 6 Take advantage of the study resources on campus like tutors (SI) or form study groups.
 - 7 Take responsibility for yourself and your actions.
 - 8 Make connections with students in your classes.
 - 9 Prioritise your life and stick to deadlines.
 - 10 Keep track of your money by creating a budget.
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Annexure A
First Year Prescribed Book List
National Diploma in Marketing

Module	Module Code	Semester	Credit Value	Prerequisite	Prescribed Textbook *
Introduction to Microeconomics	ECO1001 / BED1201	Semester 1	12	None	Mohr, P. 2015. <u>Economics for South African students</u> . 5 th 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 st 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 th 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 st 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 th edition. Cape Town: Oxford. ISBN: 978 019 9054022
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 nd edition. Cape Town: Pearson. ISBN: 9781775789499 (also available as an E-book from https://shop.pearson.co.za/9781776102372)
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 st 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 nd edition. Cape Town: Oxford. ISBN: 9780199075874
End-user Computing	ITV1001 / BEU1011 BEU1012	Semester 1 OR Semester 2	12	None	No textbook required – notes are provided. 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 nd edition. Kenwyn: Juta. ISBN: 9780702197970
Business Accounting	RBA1002 / BFC1300	Semester 2	12	None	No textbook required – notes are provided.

**Students should consult with their lecturers to confirm the accuracy of the information below. The two bookstores, namely Rehab and Van Schaik's, may also be able to assist in this regard.*

ANNEXURE B

Second to Third Year Prescribed Book List
National Diploma in Marketing

Second Year	Presented	Module Code	Textbook
Compulsory modules:			
Marketing II	Year	BBH2000	Principles of Marketing: Global and Southern African Perspectives Kotler & Armstrong - 2nd EDITION (ISBN: 978-1-775-78949-9) Publisher: Pearson
Public Relations	Semester 2	BMR2002	2019 2 nd Semester - Not decided on yet
Personal Selling I	Semester 1	BPS2001	Sell - Trust based professional selling. 5 th EDITION (ISBN: 13:978-1-305-66209-4) Publisher: Cengage
Sales Management	Year	BVB2000	Sales Management. Antonie Drotsky (ISBN: 9781485102212) Publisher: Juta
Commercial Law: General Principles of Contract	Semester 1	JHT1221	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Commercial Law: Specific Contracts	Semester 2	JHT1222	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Financial Accounting	Semester 1	RFC1001	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Third Year	Presented	Module Code	Textbook
Compulsory modules:			
International Marketing	Semester 1	BBH3011	International Marketing Strategy – Analysis, Development And Implementation. Isobel Doole, Robin Lowe & Alexandra Kenyon - 7 th EDITION (ISBN: 978-1-4737-2370-2) Publisher: Cengage
Small Business Marketing	Semester 2	BBH3012	2019 2 nd Semester - Not decided on yet
Customer Relationship Management	Year	BCB3000	Relationship marketing and customer relationship management. Berndt & Tait (ISBN: 978-48510-264-9) Publisher: Juta
Consumer Behaviour	Year	BCB3010	Global and Southern African Perspectives Consumer Behaviour. L Schiffman and L Kanuk (ISBN: 9781775785033) Publisher: Pearson
Advertising and Sales Promotion I	Year	BRL1000	Advertising, Promotion, and Other Aspects of Integrated Marketing Communications: South African Edition. Shimp, T. A. & Andrews, J. C (ISBN: 9781408093566) Publisher: Cengage

ANNEXURE C

Fourth Year Prescribed Book List
Advanced Diploma in Business Studies: Marketing Management

Fulltime-time	Presented	Module Code	Textbook
Compulsory modules:			
Financial Management	Semester 1	EBAD401	(SERVICE SUBJECT – TO BE CONFIRMED IN 1 ST LECTURE)
Business Research Principles	Semester 1	EBAD421	NOTES WILL BE SOLD TO STUDENTS
Strategic Marketing	Semester 1	EBMM411	Venter, P. & Jansen van Rensburg, M. 2014. <i>Strategic Marketing: Theory and Application for Competitive Advantage. 2nd Ed.</i> Oxford.
Services Management	Semester 1	EBMM402	Boshoff, C. 2016. <i>Services Marketing: A Contemporary Approach. 2nd Ed.</i> Juta.
Strategic Management	Semester 2	EBAD402	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Principles of Corporate Citizenship	Semester 2	EBAD411	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Employment Relations	Semester 2	EBHR414	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)
Marketing Management Project	Semester 2	EBMM412	(PRECRIBED TEXTBOOK WILL BE CONFIRMED IN 1 ST LECTURE)

ANNEXURE D

NELSON MANDELA UNIVERSITY

ACADEMIC CALENDAR: 2019

LECTURE BLOCKS

First teaching cycle:	Monday 11 February – Friday 5 April (35 days)
Second teaching cycle:	Monday 8 April – Tuesday 28 May (34 days)
Third teaching cycle:	Monday 22 July – Friday 6 September (34 days)
Fourth teaching cycle:	Monday 9 September – Friday 1 November (35 days)

NORMAL EXAMINATION PERIODS

First Semester:	Friday 31 May – Friday 21 June (17 days)
Second Semester:	Tuesday 5 November – Tuesday 26 November (18 days)

RE-EXAMINATION PERIODS

Second Semester 2018:	Monday 14 January 2019 – Tuesday 22 January 2019 (7 days)
First Semester 2019:	Monday 15 July 2019 – Friday 19 July 2019 (5 days)
Second Semester 2019:	Thursday 9 January 2020 – Friday 17 January 2020 (7 days)

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

Friday 5 April (George)
Tuesday 9 April – Thursday 18 April (Port Elizabeth)

Summer graduation

Tuesday 10 December – Friday 13 December

STUDENT RECESS PERIODS

Saturday 16 March – Sunday 24 March
Saturday 22 June – Sunday 21 July
Saturday 21 September – Sunday 29 September
Wednesday 27 November – Monday 31 December

* University re-opens: Thursday 3 January 2019

PUBLIC AND UNIVERSITY HOLIDAYS 2019

Semester 1	Tues	1 January	New Year's Day
	Thurs	21 March	Human Rights Day
	Fri	22 March	University Holiday
	Fri	19 April	Good Friday
	Mon	22 April	Family Day
	Sat	27 April	Freedom Day
	Wed	1 May	Workers' Day
	Sun	16 June	Youth Day
	Mon	17 June	Public Holiday
	Semester 2	Fri	09 August
Tues		24 September	Heritage Day
Mon		16 December	Day of Reconciliation
Wed		25 December	Christmas Day
Thurs		26 December	Day of Goodwill