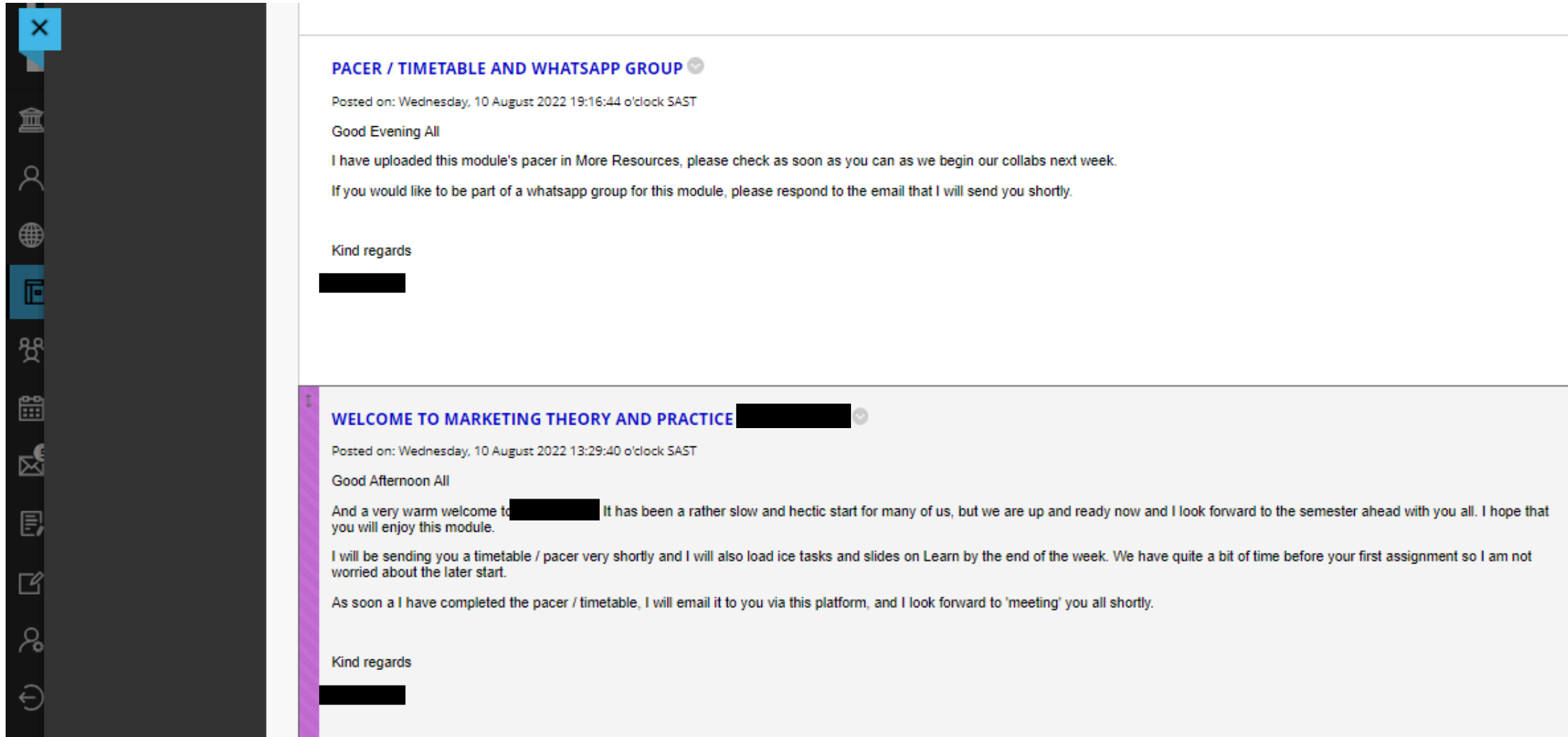


Announcements



PACER / TIMETABLE AND WHATSAPP GROUP ✓

Posted on: Wednesday, 10 August 2022 19:16:44 o'clock SAST

Good Evening All

I have uploaded this module's pacer in More Resources, please check as soon as you can as we begin our collabs next week.

If you would like to be part of a whatsapp group for this module, please respond to the email that I will send you shortly.

Kind regards

██████████

WELCOME TO MARKETING THEORY AND PRACTICE ██████████ ✓

Posted on: Wednesday, 10 August 2022 13:29:40 o'clock SAST

Good Afternoon All

And a very warm welcome to ██████████ It has been a rather slow and hectic start for many of us, but we are up and ready now and I look forward to the semester ahead with you all. I hope that you will enjoy this module.

I will be sending you a timetable / pacer very shortly and I will also load ice tasks and slides on Learn by the end of the week. We have quite a bit of time before your first assignment so I am not worried about the later start.

As soon as I have completed the pacer / timetable, I will email it to you via this platform, and I look forward to 'meeting' you all shortly.

Kind regards

██████████



Kind regards

Kathryn

LINK FOR LU 1COLLAB: TUESDAY 16/8 @ 17:45

Posted on: Monday, 15 August 2022 07:12:18 o'clock SAST

Good Morning All

I hope that the weekend was great.

Please find the link below for our first collab tomorrow evening:

[Bb Collaborate](#)

Look forward to 'seeing' you all then 😊

Kind regards

Good Morning All

I hope that you had a fabulous weekend

This week please tackle LU 2 content, and watch some of these amazing videos:



Have a fabulous week ahead

Kind regards

LU 1 RECORDING LINK

Posted on: Wednesday, 17 August 2022 07:18:44 o'clock SAST

Good Morning All

Please find LU 1 collab link below for the session held last night.

[Bb Collaborate](#)

Have a fabulous Wednesday 😊

Kind regards

ICE TASKS DUE DATE

Posted on: Wednesday, 31 August 2022 10:25:32 o'clock SAST

Good Morning All

Please ensure that all 4 ice tasks are completed and submitted by October 31st.

Thank you 😊

Kind regards

ASSIGNMENT DATE CHANGES

Posted on: Wednesday, 31 August 2022 09:29:11 o'clock SAST

Good Morning All

Due to the major system problems, your assignment dates have been extended as follows:

Assignment 1 by 2 weeks

Assignment 2 by 1 week.

As soon as the updated PAS is available, I will share the new and confirmed dates 😊

Kind regards

THIS WEEK 29/8 - 2/9

Posted on: Monday, 29 August 2022 07:52:48 o'clock SAST

Good Morning All

I hope that the weekend was great.

This week, please go through LU 2 resources, your textbook, Learn and the videos embedded into your Timetable/pacer. This will prepare you for our collab session next week.

Wishing you all a fabulous week ahead 😊

[Bb Collaborate](#)

ASSIGNMENT 2: 17/10 @ 18:30

[Bb Collaborate](#)

THE: 17/11 @ 18:30

[Bb Collaborate](#)

Kind regards

UPDATED PAS

Posted on: Monday, 5 September 2022 08:55:18 o'clock SAST

Good Morning All

I have loaded into Learn under more resources an updated PAS for your convenience.

Kind regards

LU 2 COLLAB LINK FOR TUESDAY 6/9 @ 17:45

Posted on: Monday, 5 September 2022 07:28:19 o'clock SAST

Good Morning All

I trust that you had a great weekend.

Please find the link below for our LU 2 collab tomorrow evening.

[Bb Collaborate](#)

Looking forward to 'seeing' you then 😊

Kind regards

[Bb Collaborate](#)

Look forward to 'seeing' you then 😊

Kind regards



THIS WEEK 12/9 - 16/9 ▼

Posted on: Monday, 12 September 2022 07:51:05 o'clock SAST

Good Morning All

In preparation for our collab next week, please read and digest material for LU's 3 and 4. Please remember to watch the videos on the chapters embedded in your timetable/pacer, they are so helpful.

Have a fabulous week ahead 😊

Kind regards



↑

LU 2 RECORDING LINK ▼

Posted on: Thursday, 8 September 2022 09:16:16 o'clock SAST

Good Morning All

Please find the link below for the LU 2 collab held on Tuesday evening.

[Bb Collaborate](#)

Have a great day ahead 😊

Kind regards

LU 'S 3 & 4 COLLAB RECORDING

Posted on: Wednesday, 21 September 2022 09:15:34 o'clock SAST

Good Morning All

Please find the recording link bellow of the collab held yesterday evening.

[Bb Collaborate](#)

Have a great day ahead 😊

Kind regards

FINAL DUE DATE FOR ICE TASKS

Posted on: Tuesday, 20 September 2022 07:34:50 o'clock SAST

Good Morning All

The online campus has advised yesterday that the final due date for all ice tasks this semester will be 21st October. Please ensure that you have completed them all by then to receive your 10% towards your final mark 😊

Have a great day ahead

Kind regards

LU'S 3 & 4 COLLAB LINK FOR TUESDAY 20/9 @ 17:45

Posted on: Monday, 19 September 2022 08:44:11 o'clock SAST

Good Morning All

I trust that the weekend was great.

Please find the link below for our LU 3 & 4 collab taking place tomorrow evening.

[Bb Collaborate](#)

ASSIGNMENT 2 NSS REMINDER

Posted on: Monday, 17 October 2022 08:09:52 o'clock SAST

Good Morning All

I hope that the weekend was great 😊

A reminder that assignment 2 NSS will take place this evening @ 18:30. Please find the link below

[Class Collaborate](#)

Kind regards

ASSIGNMENT 1 NSS RECORDING LINK

Posted on: Wednesday, 28 September 2022 07:13:27 o'clock SAST

Good Morning All

Please find the link and slides for the Assignment 1 NSS which took place last night.

[Bb Collaborate](#)

[\[REDACTED\] ASSIGNMENT 1 Prep FINAL.ppt](#)

Have a fabulous Wednesday 😊

Kind regards

THIS WEEK: NSS 1 REMINDER

Posted on: Monday, 26 September 2022 07:09:48 o'clock SAST

Good Morning All

I trust that the weekend was great.

The [REDACTED] campus has advised yesterday that the final due date for all ice tasks this semester will be 21st October. Please ensure that you have completed them all by then to receive your 10% towards your final mark 😊

Have a great day ahead

Kind regards

LU 5 COLLAB TUESDAY 25/10 @17:45

Posted on: Monday, 24 October 2022 07:38:41 o'clock SAST

Good Morning All

I hope that the weekend was great.

LU 5 collab is being held tomorrow evening Tuesday 25/10 @ 17:45. Please find the link below

[Class Collaborate](#)

Kind regards

LU 5 VIDEOS AND PREP

Posted on: Monday, 24 October 2022 07:18:02 o'clock SAST

Good Morning All

I am sure that you delighted that you have one assessment down now.

We will be having our learning unit 4 collab next week but please watch the videos on this chapter sourced from your timetable / pacer on [REDACTED] (under More Resources). They are excellent and will give you a good understanding of this chapter.

Have a fabulous weekend.

Kind regards

REFERENCING SUPPORT WORKSHOP RECORDING

Posted on: Tuesday, 1 November 2022 13:42:52 o'clock SAST

Hi All

Please find the link for the referencing workshop held yesterday evening 😊

[Class Collaborate](#)

Kind regards

ASSIGNMENT 2 REMINDER

Posted on: Tuesday, 1 November 2022 09:27:56 o'clock SAST

Good Morning All

A reminder that your assignment 2 is due today as per PAS date and time 😊

Kind regards

REFERENCING SUPPORT WORKSHOP TONIGHT

Posted on: Monday, 31 October 2022 08:30:49 o'clock SAST

Good Morning All

We invite you to join a how-to-reference-correctly session tonight, 31/10/2022 @ 18:30.

While marking assignment 1, we clearly saw that referencing need **URGENT** attention, before submitting assignment 2.

WE STRONGLY advise that you attend tonight's session so that you have time to make corrections, if need be.

Referencing is a skill, and like all skills, can be learned. Let's work on that skill, especially as you will be penalised severely should referencing not be correct.

Please find the link below.

Support Workshops

More Resources

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Online Tutor Slides

Enabled: Statistics Tracking

This folder contains slides uploaded by your lecturer(s).


ICE Activities

Enabled: Statistics Tracking

This folder contains ICE activities as uploaded by the lecturer.


Timetable/Pacer

Enabled: Statistics Tracking

Attached Files:  [redacted]_Semester Two_2022_Pacer 2022.docx (43.414 KB)

PAS


Enabled: Statistics Tracking

Attached Files:  [redacted] Programme Assessment Schedule 2022 V2 (Semester 2 Intake).pdf (154.32 KB)

Referencing Guide

Assignments

Enabled: Statistics Tracking

Attached Files:  [redacted].pdf (265.417 KB)

 [redacted].pdf (575.952 KB)

VIDEOS

Enabled: Statistics Tracking



These are the online tutor slides

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ASSESSMENT SUBMISSIONS:

Integrity Declaration: All submissions

Submission Links

LU 1: THE MARKETING ENVIRONMENT

Enabled: Statistics Tracking

LU 2: UNDERSTANDING CONSUMER MARKETS

Enabled: Statistics Tracking

[LU 2 UNDERSTANDING CONSUMER MARKETS.pptx](#)

LU 3: PRODUCT DECISIONS

Enabled: Statistics Tracking

[LU 3 PRODUCT ONLINE SESSION.pptx](#)

LU 4: PRICING DECISIONS

Enabled: Statistics Tracking

[LU 4 Teaching slides.pptx](#)

LU 5: DISTRIBUTION MANAGEMENT DECISIONS

Enabled: Statistics Tracking

[LU 5 chapter 9 Slides Theme 1.pptx](#)

These are the ICE activities

ICE Activities

Build Content

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Partner Content

ICE TASK 1

ICE TASK 2: NEW PRODUCT DEVELOPMENT

Enabled: Statistics Tracking

Please complete activity 3.3.1

ICE TASK 3

ICE TASK 4

Discussion Board

FORUM

DESCRIPTION

TOTAL
POSTS

UNREAD
POSTS

UNREAD REPLIES
TO ME

TOTAL
PARTICIPANTS

Activity 1.1.1. Marketing as an Organisational Function

In this activity, you will discuss the marketing function in an organisation, its importance and the typical functional structure of an organisation.



Instructions:

1. Conduct your own research on the different functions of an organisation.
2. Create a document in MS Word in which you:
 - a. Create a diagram similar to the one above, in which you:
 - i. outline the properties of various discussions in the organisation, and
 - ii. highlight the activities of each department, and outline the importance of each function.
 - b. In a short paragraph beneath your diagram, explain how at least two of the other organisational functions affect the marketing function.
3. Save your document using your surname, initial and student number as the file name.
4. Open the Discussion tool.
5. In a new thread:
 - a. Enter a suitable heading in the subject field; and
 - b. Upload your document.
6. Respond to the posts of at least one of your peers and discuss the how all of the different organisational functions work well together to ensure the overall success of the organisation.

NOTE:

- You will not be able to see the posts of other students in the group until you have posted yours.
- You are required to reply on the posts of at least one of your peers.

☐

Thread:
Post:
Author:

Student 1

Posted Date:
Status:

28 October 2022 20:51
Published

Part of the question :

Human Resources: It is important to employ people who have the right skills for the job so that things run smoothly in the business not only that but your staff have to interact with potential customers so they need to ensure that when they market the brand and behave in an ethical manner and ensure that whatever they are doing is aligning with the brand so eg : a sales marketer needs to make sure when they promote the brand on social media platforms they are sensitive and do not use any discriminatory words they need to also ensure they portray themselves in an appropriate manner and put customers needs first this also interlinks with Public Relations it is very important for the brand to be aware of their environment and must pay attention to social issues when a business employs staff members that align with the brand and behave in ethical manner it is easy to gain good branding and a good relationship with the public .

Attachment:  ADFB5436-3AE9-47E5-A77E-435D910F0B9B.png (1.666 MB)

Reply

Quote

Mark as Read


☐

Thread:
Post:
Author:

Student 2

Posted Date:
Status:

22 October 2022 03:11
Published

H 

Your interpretation and description of the org chart is really great.

Great job.

Thanks!



Reply

Quote

Mark as Read

Responses of students to others



Instructions:

1. Revise the section titled **Individual Factors and Group Factors** in Chapter 3 of your prescribed textbook, and;
2. Open the **Discussion** tool.
3. In a new thread:
 - a. Enter a **suitable** heading in the *subject* field;
 - b. Discuss how **3 individual factors** might be relevant to their purchasing decision.
 - c. Discuss how **3 group factors** might be relevant to their purchasing decision.
4. **Respond** to the post of at least one of your peers and comment on whether you think the **individual factors**, or the **group factors** discussed by your peer will be the determining factors in the **final decision**. Give **reasons** for your answer.

NOTE:

- You will **not** be able to see the posts of other students in the group until you have posted yours.
- You are required to reply on the posts of at least one of your peers.
- When replying/responding to other students' posts, always be **respectful** and clearly **motivate** your contributions.

Consider the scenario of a consumer purchasing a new vehicle. They have access to reasonable vehicle financing, so there are many options available to them. They're buying the vehicle as a family car for their family of five.

Status: Published

Three individual factors that influence a consumers decision would be the following:

Personality: Every individual has their own preferences this is influenced by their personality for example if the customer is a car enthusiast they will mostly likely not hesitate on spending their money on a car compared to a property enthusiast .

Economic condition: 1 The buying tendency of a customer is influenced by their income/earnings per month. How much an individual brings home determines how much he spends and on which products? people with high income would buy expensive and premium products compared to people from middle and lower income group who would spend mostly on necessary items. It's very rear to find people in the middle to lower class spend their money on premium products they would be more interested in buying grocery items or products necessary for his survival.

Life style : this refers to to the living condition of of the client if a client lives in a posh Area and is a manager they are expected to live a certain standard of living and drive certain types of cars so if the car meets the standard of they lifestyle then they will most likely purchase they car . An individual's lifestyle is something to do with his style, attitude, perception, his social relations and immediate surroundings.

Three group factors that influence purchase:

Friends: we as humans often adapt and share similar interests with people that we hang around with the most we end up liking the same things and follow certain trends together as a group not only that but we value the opinions of our friends as we believe that they have our best interest at heart so if a customers friend likes the brand or perhaps has purchased something from the brand and they have a review they will then share that information with their friend and that could potentially influence the customer into purchasing the car since they trust their friend .

Socail media : if the brand has very good social skills this could attract the customer especially if a customers favourite celebrity or influencer is working with the brand then they would mostly likely purchase the car because they look up to that person and believes that they make good choices .

Culture : Peoples beliefs play a significant role in their life's most of their actions are based on what they were taught so for instance if a car was made by a specific country that doesn't necessarily have good history perhaps the customer might not purchase the car based on historical events that might have effected their culture .

Detailed
response from a
student

Another discussion thread

Time on task: 1 hour 30 minutes



Activity 3.1.1: Classifying products

In this activity, you will discuss and apply product classifications.

10

10

0

9



Instructions:

1. Revise the section titled **Classifying products** in Chapter 6 of your prescribed textbook.
2. Open the **Discussion** tool.
3. In a new thread:
 - a. Enter a suitable heading in the *subject* field;
 - b. Discuss the **three classes** of products according to the **durability** criterion;
 - c. For each of these classes, provide an **example** of a product that falls into that class; and
 - d. Explain **why** each product example aligns to the characteristics of that class.
4. Respond to the post of at least one of your peers and using the products that they identified in 3(c) above;
 - a. State what **consumer product class** they belong to (convenience, shopping or speciality), or which **industrial product class** they belong to (production, installation and accessories, supplies and services).
 - b. Explain **why** you have assigned each product to each class.

Properties of various discussions

NOTE:

- You will **not** be able to see the posts of other students in the group until you have posted yours.
- You are required to reply on the posts of at least one of your peers.

Recordings are available to students

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Integrity Declaration: All submissions

Recordings

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All Recordings Recording Usage

Session name / Recording name	Start date	Duration	Access	Closed Captions
✓ LU 6: COLLAB TUESDAY 8/11 @ 17:45 / recording_1	08/11/2022, 18:16	00:31:08	Public	No captions
✓ LU 5: COLLAB TUESDAY 25/10 @ 17:45 / recording_1	25/10/2022, 18:27	00:41:35	Public	No captions
✓ LU'S 3 & 4 COLLAB: TUESDAY 20/9 @ 17:45 / recording_1	20/09/2022, 18:36	00:51:22	Public	No captions
✓ LU 2: TUESDAY 6/9 @ 17:45 / recording_1	06/09/2022, 18:26	00:41:04	Public	No captions
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_3	16/08/2022, 18:28	00:01:43	Public	No captions
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_2	16/08/2022, 18:24	00:00:51	Public	No captions
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_1	16/08/2022, 18:23	00:37:30	Public	No captions

Some downloads by students

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✓ LU 6: COLLAB TUESDAY 8/11 @ 17:45 / recording_1	0	No Data	0	No Data	Delete recording
✓ LU 5: COLLAB TUESDAY 25/10 @ 17:45 / recording_1	2	04/11/2022, 02:31	1	29/10/2022, 11:18	Delete recording
✓ LU'S 3 & 4 COLLAB: TUESDAY 20/9 @ 17:45 / recording_1	8	22/10/2022, 14:27	0	No Data	Delete recording
✓ LU 2: TUESDAY 6/9 @ 17:45 / recording_1	5	18/10/2022, 13:50	0	No Data	Delete recording
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_3	0	No Data	2	24/08/2022, 12:16	Delete recording
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_2	0	No Data	2	24/08/2022, 12:16	Delete recording
✓ LU 1 COLLAB: TUESDAY 16/8 @17:45 / recording_1	12	24/11/2022, 12:31	4	24/08/2022, 12:16	Delete recording

Submission to assignments

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Build Content Assessments Tools Partner Content

IMPORTANT NOTE REGARDING SUBMITTING ASSESSMENTS:

- Links to submit assessments will be made available as and when they are required in this module.
- The assessment **questions/instructions** will be **released on the Student Portal**.
 - Download and complete the assessments from the portal and submit them under the correct link(s) when you have completed them.
 - Refer to your campus assessment schedule for more details regarding submission dates.
- You are required to familiarise yourself with [redacted] integrity and other relevant policies and to **accept the integrity declaration** before you will be able to submit any assessments.
- **The link(s) to submit your assessment files will only be available after you have accepted the integrity declaration (see the link in the menu to the left).**
- [These rules](#) apply to all assessments.

Assignment 1

Availability: Item is hidden from students. It was last available on 25-Oct-2022 23:59.
Enabled: Adaptive Release, Statistics Tracking
Click the title above to submit Assignment 1

Assignment 2

Availability: Item is hidden from students. It was last available on 08-Nov-2022 23:59.
Enabled: Adaptive Release, Statistics Tracking
Click the title above to submit Assignment 2.