



TUCSIN 2019

CAREER FOCUS MARKETING

Dear Students

Marketing has been around forever! It's simply about getting to people to understand that you have something they may need. It is a fast-paced and exciting industry and perfect for people who are efficient, decisive and strategic. The industry is not for everyone, but if you fit the profile read on for more reasons why you should choose a career in marketing.

- *Martina*

WHAT IS MARKETING AND WHY IS IT IMPORTANT?

Marketing is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It is not a one-time fix, it is an ongoing strategy that helps businesses flourish.

Marketing managers plan, direct and co-ordinate the marketing activities of the enterprise or organization under broad guidance and in consultation with managers of other departments.

It informs:

On a base level, marketing is useful for customer education. Sure, you know the ins-and-outs of your product but do your consumers? In order to buy into a product, your audience needs to have a solid understanding of what it does and how it works.

It equalizes:

Modern marketing is a less expensive game than ever before. Social media platforms and email campaigns have made reaching out to consumers a much more finance-friendly possibility. For SMB's, smart marketing can help even the playing field when it comes to competing against big name competitors. Due to the smaller nature of their businesses, SMB leaders often have much more time to pay attention to every client individually via the various marketing platforms. Modern consumers value experience over pricing, so this kind of one-on-one interaction could push customers in your direction over bigger brands.

It sustains:

Marketing is more like food than it is medicine. Essentially, marketing is meant to sustain a company's presence – not remedy a lack of engagement. In this sense, marketing is something that businesses need to create and manage every day to maintain a healthy relationship with their consumers. Marketing is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It is not a one-time fix, it is an ongoing strategy that helps businesses flourish.

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WHAT IS MARKETING AND WHY IS IT IMPORTANT?

It engages:

Customer engagement is the heart of any successful business – this is especially true for SMB's. Marketing solves the question of how to keep a conversation going once your customer has walked out the door. In the past, face-to-face interactions made up much of B2C (Business to Community) engagement. You walk in the pizza shop, talk to the hostess, laugh with the waiter, wave hello to the owner etc. While that in-person engagement is still alive and well, it's no longer enough. Consumers want to be engaged outside the store. This is where marketing comes in, and whatever the medium, you can send your customers content to keep them engaged beyond store hours. Your audience wants to form a relationship with your brand, and marketing can be used to do just that.

It sells:

Marketing is important because it helps you sell your products or services. The bottom line of any business is to make money and marketing is an essential channel to reach that end goal. Without marketing many businesses wouldn't exist because marketing is ultimately what drives sales. Sure, you need to have a good product but if people don't know about your offerings to begin with then how can you generate sales? Put simply: You can't. SMB's need to create fresh and inviting content to draw customers in and lead them to a purchase. Marketing helps sales and sales help your business – what more could you ask for?

It grows:

Marketing is an important strategy to ensure the growth of your business. While your current customers should always be your main priority, marketing efforts can help you expand this base. Little efforts like social media posts and email campaigns can not only engage existing consumers but spread the word to new potential customers. In essence, marketing secures your business's future through new and old customer engagement

SKILLS

Key skills for marketing executives

- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Strong attention to detail
- Good organisation and planning skills
- Creativity and writing skills
- Commercial awareness
- Numerical skills
- IT skills



REQUIREMENTS

Secondary Education

A **HIGCSE** Grade 12, or equivalent qualification, with matriculation exemption is required to be admitted to South African universities. A HIGCSE or outstanding **IGCSE** Grade 12, or equivalent qualification, is needed for enrolment at a South African Technikon.

UNAM requires a HIGCSE/IGCSE Grade 12, or equivalent qualification, with passes in five subjects and a minimum of 25 points on the UNAM point evaluation scale. For studies at the **NUST**, candidates must have at least passed five subjects on HIGCSE/IGCSE level and have obtained a total score of at least 25 points on **NUST's** point evaluation scale.

Recommended subjects

Business Studies, Economics and Accountancy (South Africa)

Tertiary Education

A Bachelors of Business degree with Management Science as a major can be followed at **UNAM**. These courses can also be followed at most South African universities.

A Bachelor of Marketing can be obtained after a minimum of three years full-time and four years part-time study at **NUST** . Various South African technikons offer similar courses.

Personality

The prospective candidate has to be disciplined, be able to work quickly and accurately and have good communication skills. Innovation and open-mindedness are important traits of the successful marketing manager.

Work Opportunities

Marketing managers can be employed by most large companies, or act as a consultant for such companies. There are good opportunities for career progression. Studying marketing courses is just the beginning of your career in the industry. There are two sectors of the marketing industry, namely the **client side and the agency side**.

In the **client side**, you will be working in the marketing department of a business, NPO or public sector, performing their marketing campaigns.

In an agency setting, you will work for an agency that provides advertising and marketing services to other businesses, and do their marketing for them. When you start out in client services, you will likely be an assistant, but you will find that it is easy to move up the ladder rung-by-rung to the highest level. In an agency, there is a multitude of opportunities to grow from becoming a project leader to being chosen as head of department.

INTERESTING FACTS ABOUT MARKETING

Here are a few interesting marketing facts:

- ⇒ **85%** of people would rather provide an **e-mail** for an e-book over a tweet
- ⇒ **Blogs** are **63%** more likely to **influence purchase** decisions than magazines.
- ⇒ Companies that **blog** more than **15** times per month get **5 times** more traffic.
- ⇒ The average **content length** for a page that ranks in **top 10** position is **2000 words**.
- ⇒ If a post is **greater than 1,500 words**, it receives **68.1% more tweets** and **22.6% more Facebook likes**.
- ⇒ Articles with **images** get **94%** more views.
- ⇒ Using **videos** on landing pages can increase conversions by **86%**
- ⇒ **Videos** get **267%** more links than normal posts.
- ⇒ **58%** of your audience will **stop** watching video within the first **90 seconds**.
- ⇒ **20%** of people will **read** text while **80%** of people will **watch** a video with the same exact content.
- ⇒ Viewers retain **58%** of what they **see** but only **10%** of what they **read**.
- ⇒ Average buyer consults **11 consumer reviews** on the path to purchase.
- ⇒ Despite **Apple's** recent decade of marketing successes, latest statistics show that **Windows PC** still holds over 90% market share.
- ⇒ The "2-3 months' salary" a guy should spend on an engagement ring was a marketing campaign by diamond mining company **De Beers**.
- ⇒ The magazine **KIDS DISCOVER** does not publish a single advertisement in their issues because they don't believe in marketing to minors.
- ⇒ Japanese people traditionally eat **KFC** for Christmas dinner, thanks to a successful marketing campaign 40 years ago. KFC is so popular that customers must place their Christmas orders two months in advance.



References : Nam Career ; www.unam.na; www.nust.na ; <https://movingtargets.com/blog/business-marketing/>;
www.thebalance.org; <https://www.kickassfacts.com/25-interesting-facts-about-marketing>; <https://www.skillsportal.co.za>



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