

NWU BUSINESS SCHOOL MARKETING PLAN FOR 2021

NWU BRAND AND IMAGE Roll-out plan		
Outdoor advertising (Billboards)		R576 578
Kimberley (once off production of R15 600)	1 Sept – 30 Nov	R75 000
Mafikeng (once off production of R21 219)	1 Sept – 30 Nov	R89 319
Bloemfontein (once off production of R22 275)	1 Sept – 30 Nov	R86 766
Vaal (Billboard 1) (once off production of R3 200)	1 Sept – 30 Nov	R15 594
Vaal (Billboard 2) (once off production of R6750)		R24 750
Klerksdorp (once off production of R14 900)	1 Sept – 30 Nov	R126 000
OFM Radio (R17 900 p/m X6 months) aired over 4 provinces Refer to Brand MAX Premium Package: 36 x 30-second ads per month	1 Oct – 30 March'21	R123 510
Generic branding Social Media campaigns x 4 (including YouTube interviews)	1 Aug – 15 Dec	R200 000
Intensifying of our new Corporate Identity –	August & Sept	R94 000

1 st Income stream – Programme specific marketing		
Paid Social media ad campaigns		
MBA & PGDM	15 Sept – 22 Jan	R88 000
PGDM (Distance) currently running (Special targeting effort MBA in Gaborone and Mafikeng)	15 May – 30 Aug	R40 000
Ad campaigns Network 24 & City Press	15 Sept – 22 Jan	R30 000
MBA & PG Dip	15 May – 15 June	
Cold Calling & Virtual webinar sessions		R20 000
x4 Industry specific campaigns		

3 rd Income stream – Programme specific marketing		
Paid Social media ad campaigns		
Project Management, Distance Project & Advanced Project Management	15 March – 15 Oct	R132 000
FMP, MMP & AMP	15 Jan, Feb, March	
Other Short courses	15 Mar - 15 June	R60 000
Ad campaigns Network 24 & City Press	15 March – 15 Oct	
Project Management, Distance & Advanced Project Management.		R30 000
Other Short courses		R30 000
ABKS/SBAB social media ad campaign		
Contact courses	1 Nov – 31 Jan	R60 000