

MARKETING & COMMUNICATION 2019/2020: NWU BUSINESS SCHOOL

INTRODUCTION

The NWU Business School autonomously markets the MBA, Post-Graduate Diploma and executive education programmes. The official policy of the greater university is that university marketing targets the first-degree market, while post-graduate students should be recruited from existing students. A sound policy for academic departments, however MBA students are recruited in the open market and not from the existing student body. Resultantly the NWU Business School negotiated full marketing authority on both the MBA and the Post-Graduate Diploma from the NWU in 1996.

The NWU, however, assists the school with the advice, branding, corporate identity issues and also makes available for use the greater NWU marketing support systems such as public relations services, alumni databases, corporate media networks and facilities such as the YouTube recording studio. The good relationship between the NWU and the school has led to many excellent image and reputation-building campaigns where the NWU assisted in both expertise and financial support.

MARKET STRATEGY

The marketing strategy consists of three specific thrusts, namely the *Business School image-building* and *MBA/Post-graduate Diploma student enrolment* as 1st money stream income programmes and then also in executive education (3rd money stream income).

Regarding the MBA student enrolment, a focused advertising campaign is launched annually between September and December with another reinforcing campaign during the first two weeks of January. Social media is the main medium of the marketing messages, but additional promotional activities, such as newspapers, billboards, e-screens and airport displays are also used. In addition, and in cooperation with the North-West University, career days, MBA expos and other regional display opportunities are used. Image building is continuously on top of mind and includes activities such as advertising, social responsibility and benefit events, regular columns and newspaper articles, as well as continuous exposure on the School's website and social media.

CAMPAIGN OBJECTIVES



- Increase awareness of offering
- Increase enrolments
- Generate leads for future leveraging
- Gather consumer insights for future leveraging

TARGET MARKETS

Market demographics

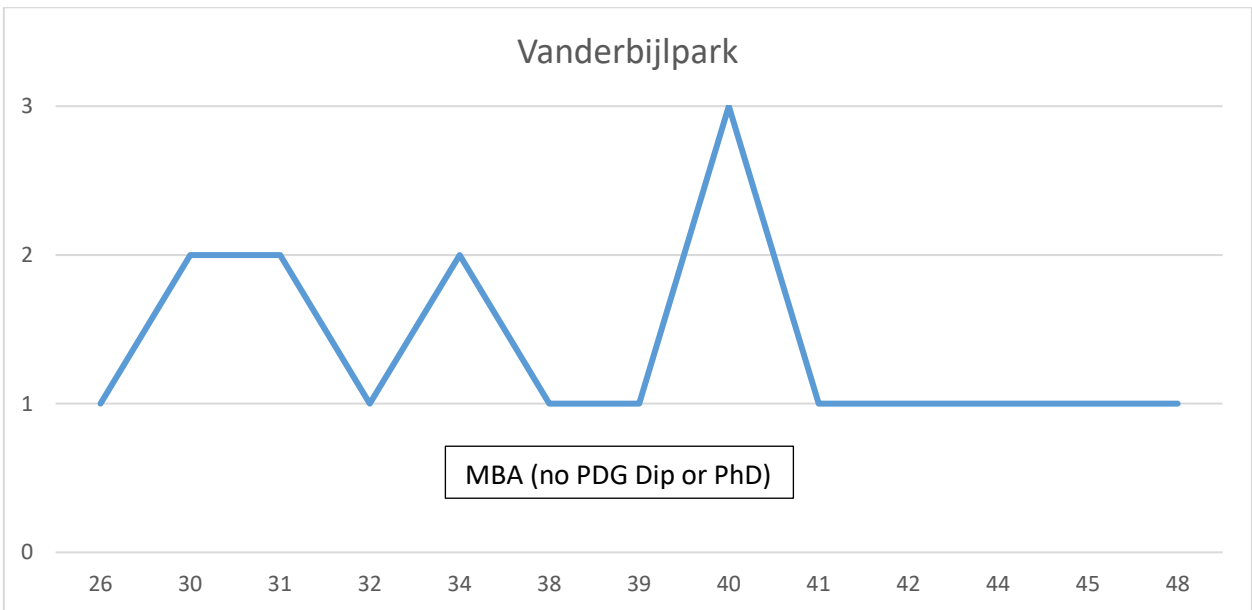
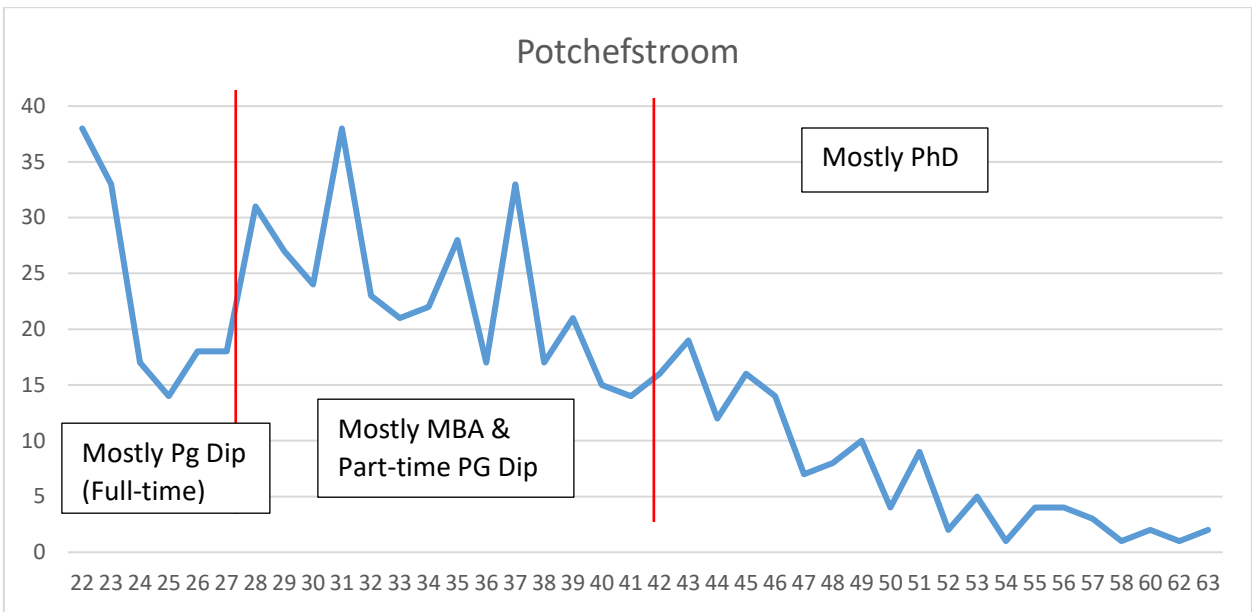
The market (student) demographics are shown in a series of figures per site of delivery.

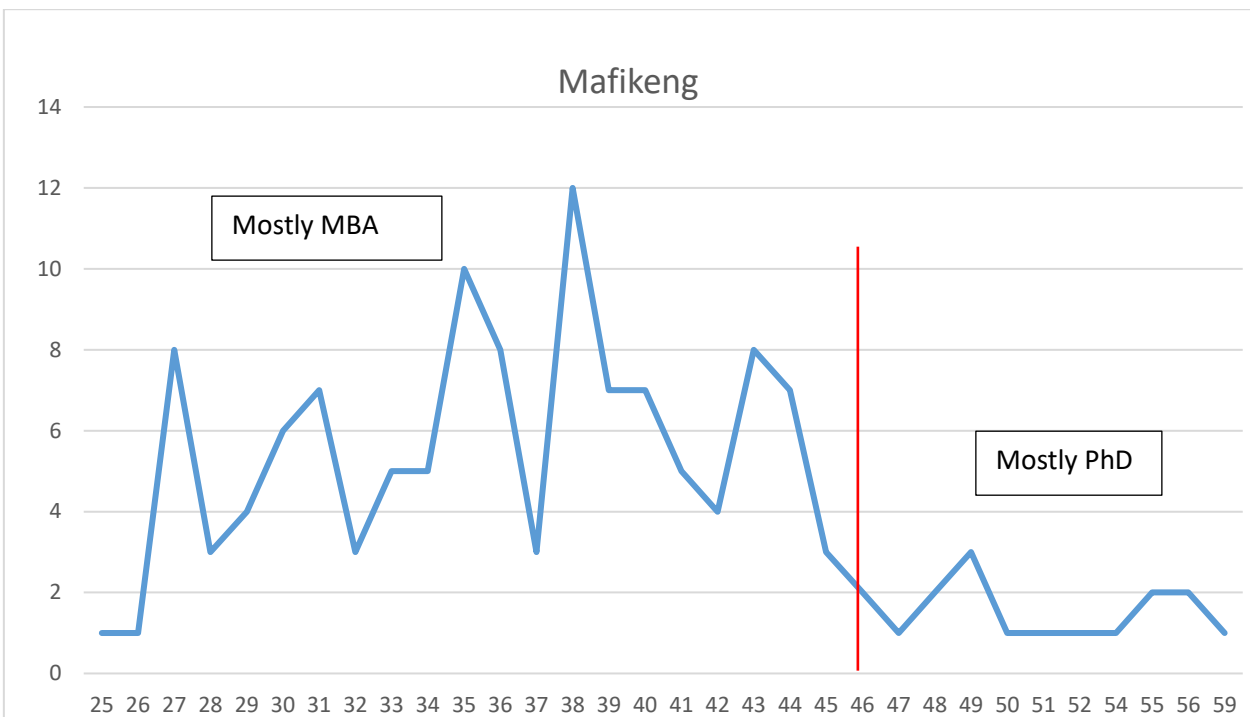
Age distribution

Regarding the age of the student profile, almost all the full-time Post-graduate Diploma students are younger than 26 years old. The MBA and part-time Post-graduate Diploma students are PGDip students are between 27 and 45 years old (this is also the age range for the Executive (part-time) MBA students). The PhD students are mostly older than 40 years.

The average ages of the students per site of delivery are 38 years old (Potchefstroom), 43 years old (Mafikeng), and 37 years old (Vanderbijlpark). This includes the PhD students. Regarding the MBA and Part-time Post-graduate Diploma students, the average ages are 32.4 years old (Potchefstroom), 36.1 years old (Mafikeng), and 36.9 years old (Vanderbijlpark).

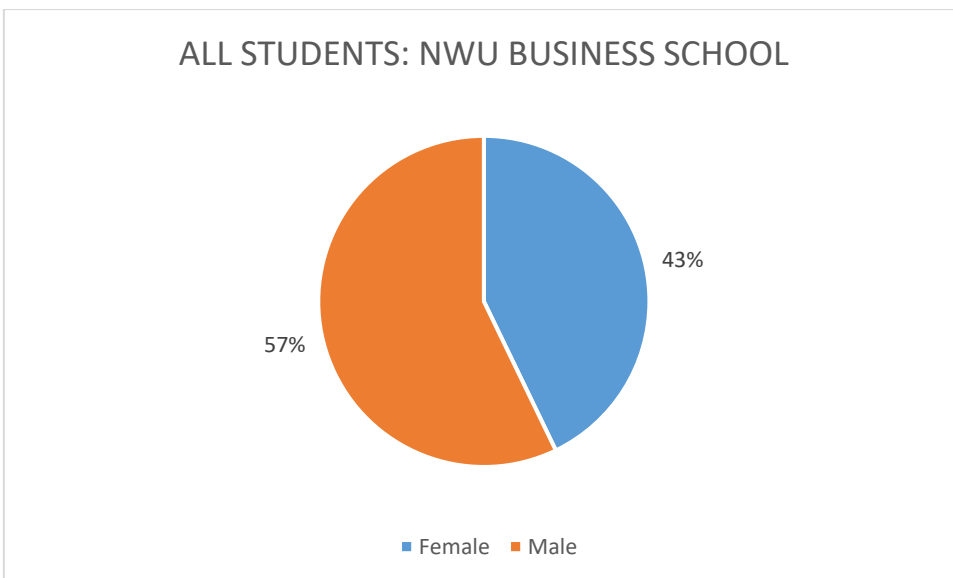
These figures remained fairly similar to 2017 when the average age of students was between 29 and 35 years. As far as Mafikeng site was concerned, the average age range for an MBA student was 35 to 39; for the Post-graduate Diploma the average age range was 25 to 35.





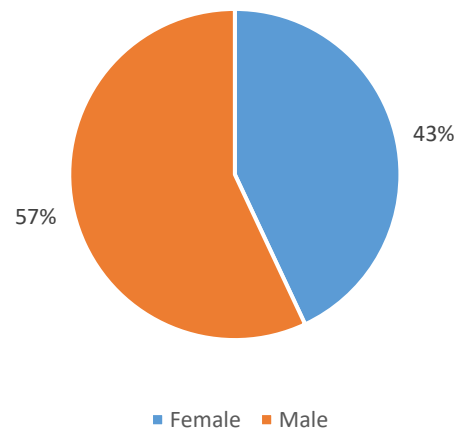
Gender distribution

The total gender distribution of the students shows that more male (57%) than females (43%) study towards an MBA, Post-graduate Diploma (part-time) or a PhD. This is a 3% improvement since 2017 when the market profile maintained a male dominant grouping where only 40% of MBA students on all sites were females.

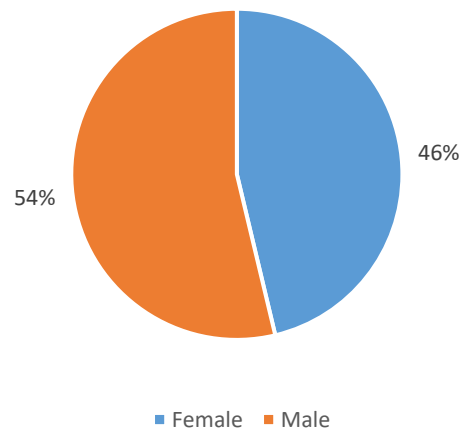


This trend follows suit with Mafikeng and Potchefstroom sites of delivery (see figures below), but in the Vanderbijlpark site of delivery only 11% of the students on the MBA class is female. This site also has less students than the other two sites of delivery.

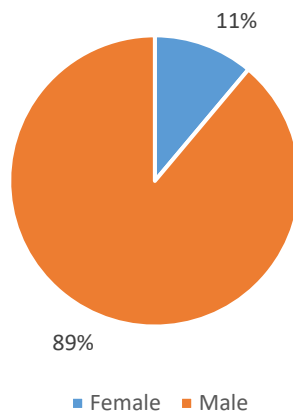
ALL STUDENTS: POTCHEFSTROOM CAMPUS



ALL STUDENTS: MAFIKENG CAMPUS

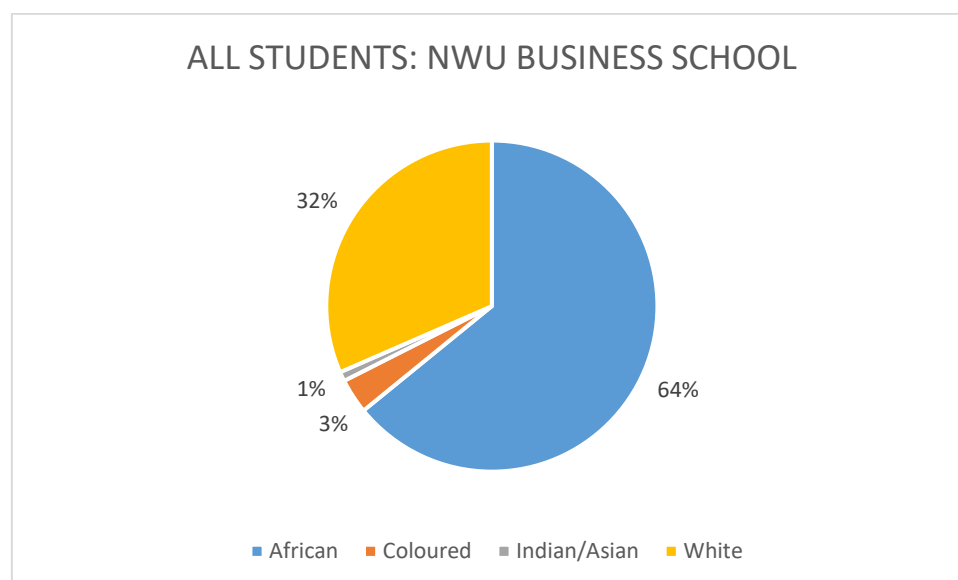


ALL STUDENTS: VANDERBIJL CAMPUS



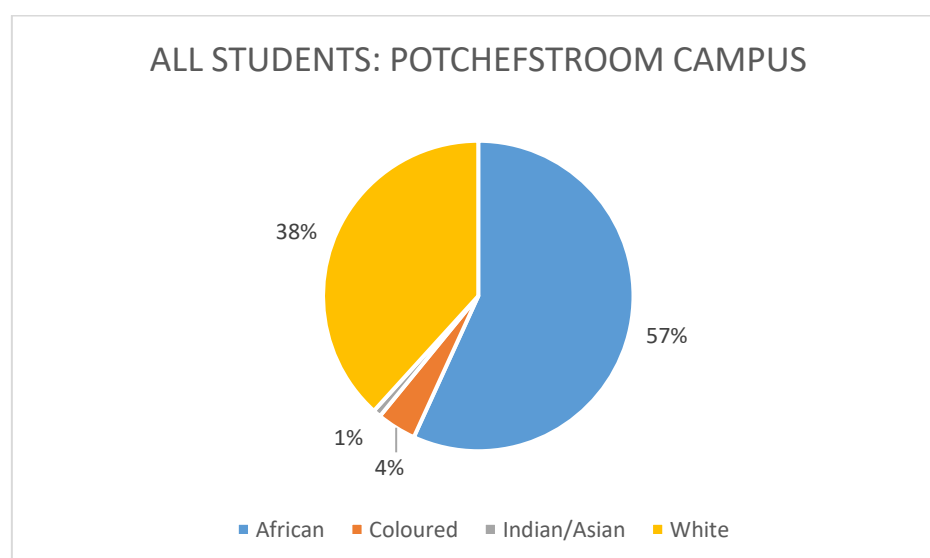
Transformation across the demographics of the country

The NWU Business School is well transformed and overall, 68% of the students belong to previously disadvantaged groups and some 32% of the students are white. Most students are black (64%), with 3% Coloured students attending the school.

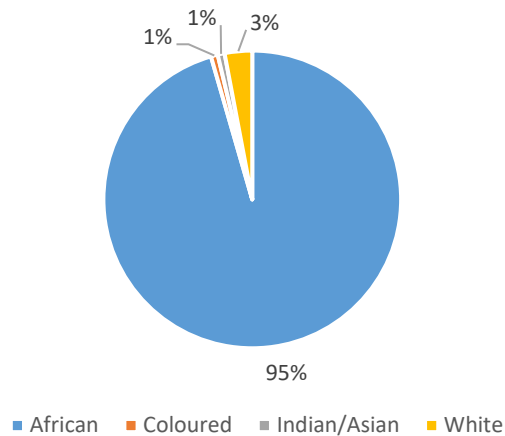


Regarding the three sites of delivery, each site has its own unique cultural demographics. The Potchefstroom site has the most white students (38%), while the Mafikeng site has the most black students (95%). The Vanderbijlpark site is also predominantly black (78%). In 2017 the Vanderbijlpark had a student cohort of 80% that belonged to previously designated students.

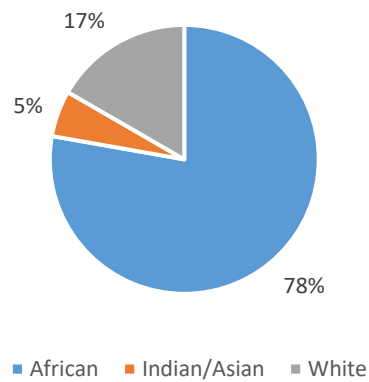
Compared to 2017, the cultural distribution improved dramatically. The Potchefstroom site used to be 80% white and Afrikaans speaking, while the remaining 20% were previously designated students (black, coloured and Asian).



ALL STUDENTS: MAFIKENG CAMPUS



ALL STUDENTS: VANDERBIJL CAMPUS



Work experience

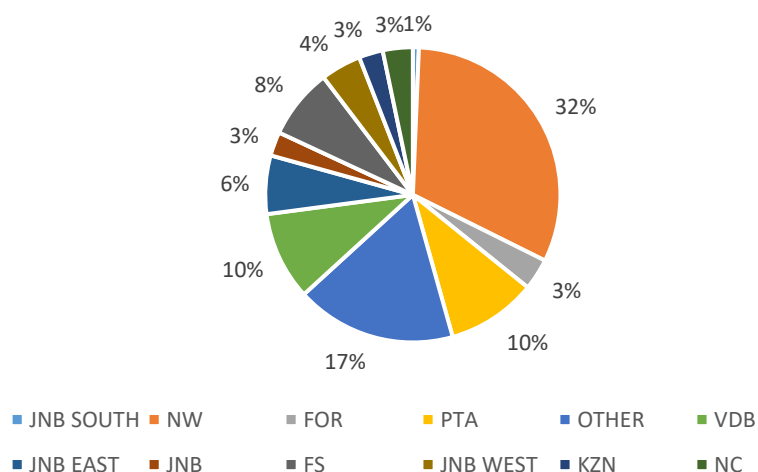
Typically, MBA students have 10 to 11 years' experience, most with at least three years managerial exposure. However, many have more than three years managerial exposure. There are also a strong student cohort who possesses professional degrees and practice as engineers, accountants, doctors, and pharmacists. Many of them serve in some managerial or advisory position. The situation is fairly similar to the 2017 situation when students also had 11 to 12 years' working experience with at least three years in some managerial capacity.

Geographic origin of students

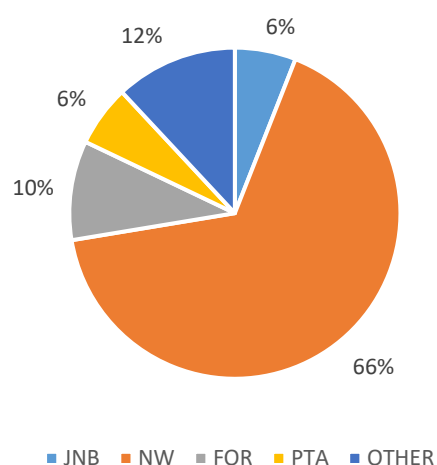
The geographic origin of students enrolled for MBA and Post-graduate Diploma (part-time) per site of delivery are shown in the figures below. The legend to the figures is:

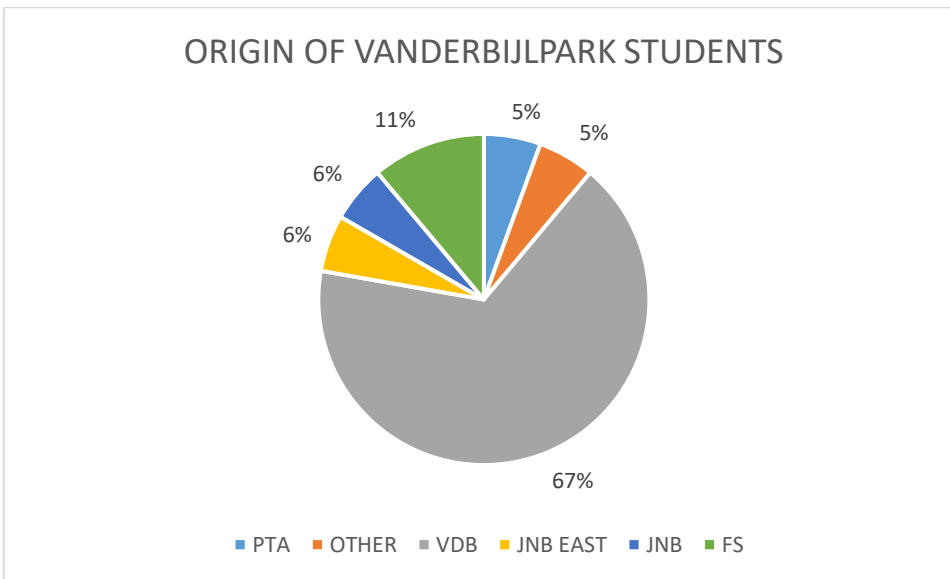
FOR	Foreign
FS	Free State
JNB	Johannesburg (Central)
JNB EAST	Johannesburg (East)
JNB SOUTH	Johannesburg (South)
JNB WEST	Johannesburg (West)
KZN	KwaZulu-Natal
NC	Northern cape
NW	North West
OTHER	Other locations

ORIGIN OF POTCHEFSTROOM STUDENTS



ORIGIN OF MAFIKENG STUDENTS





Market segments

As far as the MBA programme is concerned, both the private and public sectors are targeted. The MBA is delivered at three sites, i.e. Potchefstroom, Vanderbijlpark and Mafikeng. During the Covid-19 pandemic online classes, discussions, break-away sessions, and other virtual activities were employed. The typical target markets of the three sites of delivery are:

- Potchefstroom:** This site traditionally served a niche market where Afrikaans was the medium of tuition. However, starting in 2020 as a result of changing demographics and also on student request, tuition changed to English and the Afrikaans tuition was phased out. This market traditionally provides a stable flow of a relatively fixed number of students annually. Typical target markets are local and regional businesses in mining, industry and agriculture. Also, entrepreneurs and professionals in Potchefstroom and the surrounding towns join this site of delivery. There is also a regular student cohort consisting of lecturers, managers and other staff realising from the university itself.
- Vanderbijlpark:** The site is in the center of a once vibrant industrial and business environment. This diverse market was strongly orientated towards manufacturing and chemical processing. However, the region has lost its glitter after the large steel refractory and the fuel chemical industry came under pressure. The region is at present under severe economic constraints and limited students are recruited from the original lucrative target market. The 2022 marketing thrust has identified new potential markets in the Southern and Eastern regions of Johannesburg. These potential markets are relatively close to Vanderbijlpark with easy access routes. Also, the highly industrialised region of Eastern Johannesburg is not serviced by any business school at present, and this might be a gap in the market to exploit.
- Mafikeng:** A niche market targeting specifically the provincial government market with the North-West Provincial seat as the main drive. Additional local council lends impetus to this niche market. Secondly, the international Botswana market is also targeted. The capital of Botswana (Gaborone) is approximately 50 km away and Botswana students have easy access to the Mafikeng site of delivery. The SoD is heavily dependent on government bursary schemes and funded education by state departments. Sadly, the

local provincial market has largely collapsed in 2020/21 because of severe expenditure cuts on education and training at governmental level. This site of delivery is presently under pressure to identify and target new markets to replace these public institution students.

Market targeting (Unique selling points)

The NWU Business School has a number of unique selling propositions. They are (as also indicated in the advertisements):

- Integrated company project.
- Autonomous.
- Strategic thinking focus.
- Internationally moderated.
- Menu of choice
 - Part time on Saturday mornings and Monday evenings
 - Block release on different sites of delivery
 - New: 2020 saw the introduction of live on-line classes and virtual group discussions.
- Stringent selection criteria of candidates.
- Strong quantitative focus; and
- Value for money.

The School has its own marketing team, marketing budget and is responsible for its own marketing actions.

Cost to reach targets

The NWU Business School migrated towards the social media environment as per the needs and behaviour of the target markets. The display below shows research in support of this migration.



MARKETING RESOURCES

Annually, a proportional budget is allocated for marketing expenses. This is for the exclusive use of MBA and Post-grad Diploma marketing. (The executive education department budgets for its own marketing expenses.) The School has its own dedicated MBA marketing and public relations personnel who deal with all marketing activities and a dedicated team that deals with the enquiries generated by the marketing campaign. The MBA programme manager and the Marketing manager of the Business School are also actively involved with the marketing of the MBA and deals on an ad hoc basis with specialised marketing opportunities, enquiries, or requests.

COMPETITORS

The Business School operates in a highly competitive market. The structure of weekend and evening classes are convenient and afford many students the opportunity to study part-time towards an executive MBA. The block release model for the Mafikeng site of delivery also makes it an advantage for students who are in full-time employ. Milpark Business School is the main competitor. The Vanderbijlpark Campus is more in direct competition with other business schools in the Gauteng area and they are:

- University of Witwatersrand Business School.
- University of Stellenbosch.
- University of Stellenbosch Business School.
- Gordon Institute of Business; and

- Numerous private business schools.

SPECIFIC MARKETING ACTIVITIES

The specific marketing activities of the NWU Business School consist of eight main thrusts. These are:

1. Social media (Twitter & Facebook).
2. Web page and web page marketing.
3. Print media.
4. Image displays and advertising.
5. Intelligent search engine optimization.
6. YouTube; and
7. E-mailer technology.

MARKETING AND CORPORATE COMMUNICATION RESPONSIBILITIES DURING 2019 & 2020

- Developing media campaigns
- Profile specific paid social media advertisements
- Redesign of the corporate image to fit within greater NWU
- Design and layout of media/advertisements
- Tracking of advertising campaign results
- Facebook communications
- Marketing of projects (such as the Think Tank & Bon Bons)
- Branding and logo development, graphics and other ad hoc marketing communication
- Various overhead billboards
- Advertisements popping up on search engines that search for specific wording
- News and business sites – our ads pop up there on a selected audience
- Redesign of branding material such as pull-up banners, notepads, water bottles, sign boards, pens, folders and study guides.

HOW DOES THE BUDGET WORK?

There are two different advertising/marketing budgets:

MBA / PGDip (1st money stream)

These marketing expenses are from the official marketing budget. This is 1st income stream money, and the funds may only be spent on 1st income costs. The normal budgetary constraints adhere to these campaigns. This campaign's main thrust is from September to December.

Executive education (3rd money stream)

This campaign runs from January to November annually. This is NOT paid from the normal budget because the budget is for 1st income stream expenses only, and the executive education is 3rd income stream. This means that the retained reserves account (savings from previous 3rd income stream money) are used to pay for expenses (such as marketing). These invoices, therefore, have no budgetary effect as the executive education programmes incur and pay for these costs proportionally to their marketing exposure.

Fees / Payment 2019

WHAT	DATE	DESCRIPTION	AMOUNT
Paid social media ads	Sept 2018 – Jan 2019	MBA & PGDip	R80 000
Paid Social media ads	May – June	PGDip Distance	R12 000
Ad campaigns	Jul - Sept	City Press & Netwerk 24 online newspapers	R36 000
Search engine optimisation	June – Aug	Google ads	R24 000
Paid social media ads	March – October	Project & advanced Project Management	R80 000
Paid social media ads	March – October	Fundamental, Middle and Advanced Management courses	R80 000
Paid social media ads	March – June	Other short courses	R60 000
Ad campaigns	Oct - Dec	Small Business Advisory Bureau Short courses	R60 000
		Total	R432 000

Fees / Payment 2020

WHAT	DATE	DESCRIPTION	AMOUNT
Paid social media ads	Sept 2019 – Jan 2020	MBA & PGDip	R88 000
Paid Social media ads	Jan – Feb	Short courses	R10 000
Paid Social media ads	May – June	PGDip Distance	R40 000
Ad campaigns	Sept 2019 – Jan 2020	City Press & Netwerk 24 online newspapers	R36 000
Paid social media ads	Aug – October	Project & advanced Project Management	R29 900
Paid social media ads	March – June	Other short courses	R60 000
Ad campaigns	Aug - Nov	Small Business Advisory Bureau Short courses	R60 000
Branding	July	Graphic Design: New BS logo	R2 760
Branding	August	Generation, designing and layout of x9 new brochures, Power Point Slides, Letterheads, Business Cards, Cover letter & pull-up banners.	R37 145
Branding	Nov	Copy and design for new short course brochures	R13 800
Branding	Oct 2020 – March 2021	OFM Radio campaign	R123 500
Branding	Sept 2020 – Jan 2021	Outdoor overhead billboards for Kimberley, Mafikeng, Bloemfontein, Vaal Triangle, Klerksdorp, Potchefstroom.	R417 200
Community	June 29	Paid Social Media Marketing: Mandela Day campaign	R5 060
Community	July 24	Paid Social Media Marketing: Boost webinars	R1 610
	August 18	Paid Social Media Marketing SBAB	R59 800
		Total	R984 775

2019 EXAMPLES

NEWSLETTERS

Over the course of 2019, we delivered **4x newsletters**. These were electronic versions and distributed accordingly.



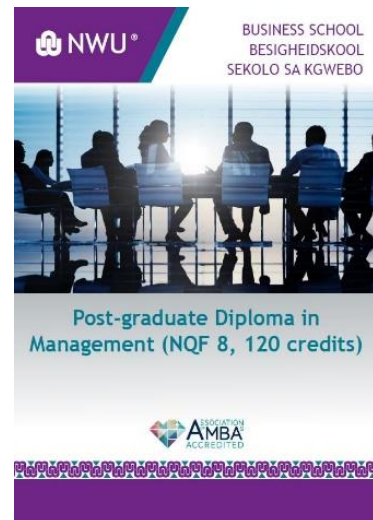
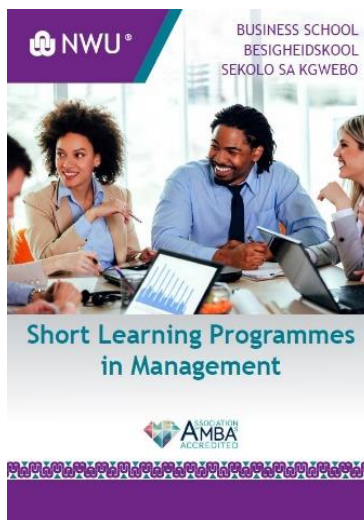
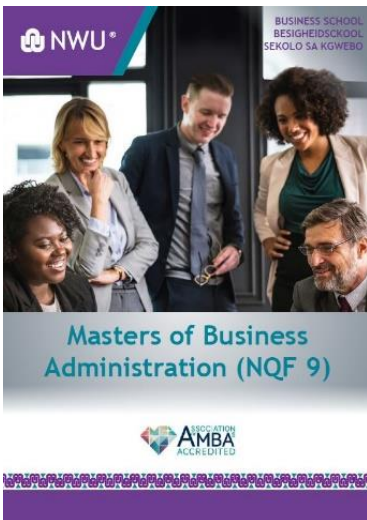
MARKETING MATERIAL

We designed and printed several new pull-up banners.



BROCHURES

We developed, designed and printed 6x new brochures for MBA, PG Dip and Short Courses. Each received printed and electronic versions.



WEBSITES

We created a **brand-new** website for the **Small Business Advisory Bureau**.

We updated the **NWU Business School website**.

SOCIAL MEDIA



We created **12 x new formal videos** which was shared on social media platforms:

- NW Premier lectures at North-West University's Business School

- Expert opinion about the DA's current situation
- SA's medium term budget – an expert opinion
- The status of South African trade agreements
- South Africa's Global competitiveness – an expert opinion
- The year that was – an expert analysis
- What to expect in 2020 – an expert opinion.
- Economic recovery or a low-growth trap for South Africa? with Prof Raymond Parsons
- The need for more sustainable agricultural plan for emerging farmers with Nick Serfontein
- The 2019 Elections- a political game-changer for South Africa with Theo Venter
- Management and Leadership challenges in the post-election South Africa with Dr Chris Lombaard.

PAID SOCIAL MEDIA ADS:

What was advertised: Call to Action to apply for Short Course in Business Management

Duration: 10 days

People reached: 119 359 (58% women / 42% men)

Post engagements: 8 094

(The number of times people liked, shared, or commented on the ad)

Example of advertisement:

NWU Business School
Sponsored · 🌐

The NWU Business School offers two SHORT COURSES at the end of January. Be sure not to miss out on this opportunity to supercharge your career!
Visit <http://commerce.nwu.ac.za/sbab> for more...

NWU®
NORTH-WEST UNIVERSITY
HUMANITY • INTEGRITY • EXCELLENCE

BUSINESS SCHOOL
BESIGHEIDSKOOL
SEKOLO SA KGWEBO

**REGISTRATIONS for two SHORT COURSES
are now open!**

**Business Management
&
Entrepreneurial Skills**

Apply now!

NWU Business School
College & University

[Learn More](#)

👍❤️👎 1.6K 123 comments 165 shares

What as advertised: Short Learning Programmes for Fundamental Management, Middle Management and Advanced Management

Duration: 15 days

People reached: 115 942 (41% women / 59% men)

Link clicks: 2 254

Example of advertisement:

The image shows a Facebook advertisement for NWU Business School. At the top, the profile picture is a purple map of Africa, followed by the name 'NWU Business School' and 'Sponsored' with a small globe icon. To the right are three dots. The main text reads: 'You have ambition; you are serious about your career; and you're looking for a way to supercharge it this year. The [NWU - North-West University](#) Business School offers a variety of affordable short courses on contact or distance basis. Registrations for the Fundamental Management (distance and contact), Middle Management and Advanced Management Programmes, are now open!'. Below the text are two side-by-side image ads. The left ad features a man with glasses and a beard, with a purple banner at the top that says 'Fundamental Management' and a 'View Course' button. The right ad is partially visible, showing a purple banner that says 'Middle Management' and a 'View Course' button with a right arrow. Below the images, the text 'Executive Education | Fundamental Management | NWU Business School' and 'Short Learning Programme on Fundamental M...' is visible. To the right, 'Executive Education | Middle Management | NWU Business School' and 'Short Learning Programme c...' is visible. At the bottom, there are icons for likes, comments, and shares, with '109' likes, '12 comments', and '20 shares' displayed. Below these are buttons for 'Like', 'Comment', and 'Share'.

NWU Business School
Sponsored · 🌐

You have ambition; you are serious about your career; and you're looking for a way to supercharge it this year. The [NWU - North-West University](#) Business School offers a variety of affordable short courses on contact or distance basis. Registrations for the Fundamental Management (distance and contact), Middle Management and Advanced Management Programmes, are now open!

Fundamental Management
View Course

Middle Management
View Course

Executive Education | Fundamental Management | NWU Business School
Short Learning Programme on Fundamental M...

Executive Education | Middle Management | NWU Business School
Short Learning Programme c...

109 12 comments 20 shares

Like Comment Share

What as advertised: All Short Learning Programmes

Duration: 15 days

People reached: 119 522 (68% women /32% men)

Link clicks: 2 661

Example of advertisement:

 NWU Business School
Sponsored · 

Don't be puzzled about your career. Equip yourself with the right tools from the NWU Business School.
Supercharge your career with a range of short learning programmes from the [NWU - North-West University](#) Business School. Registrations for Non-Financial Manager's Finance, Labour Relations, HR Management and the Emotional Intelligence programme are now open!

Finance for Non-Financial Managers



[Register now](#)

Short Learning Programme on Finance for Non-Financial Managers | NWU...
Short Learning Programme on Finance for No...

Labour Relations



[Register now](#)

Short Learning Program Relations | NWU Business School
Short Learning Programme on...

  130 37 comments 14 shares

 Like  Comment  Share

What as advertised: Call to Action to apply for MBA and PGDip in Management (this was a video)

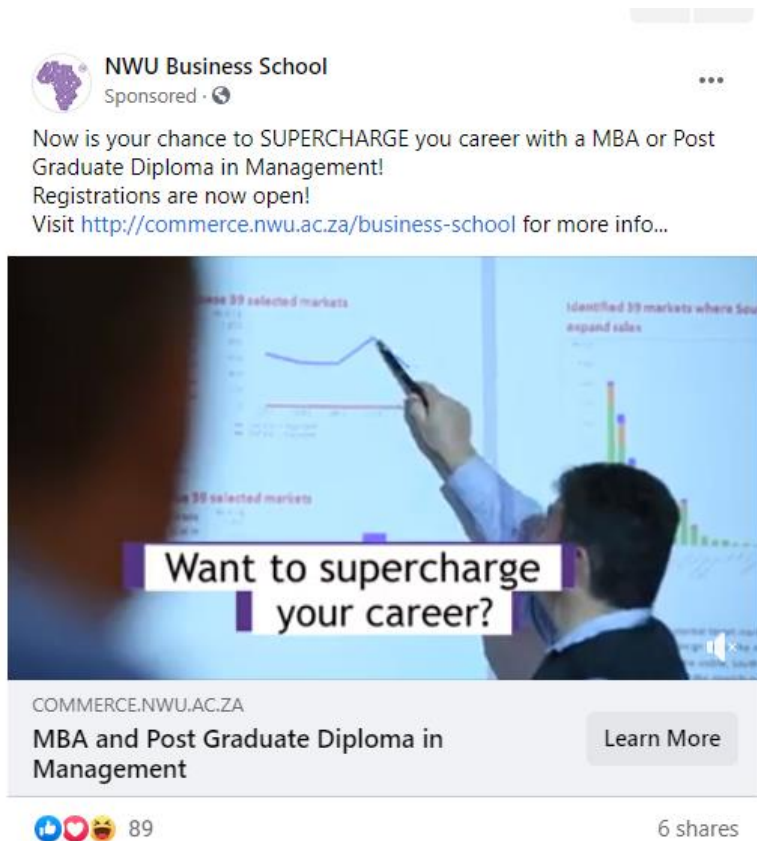
Duration: 45 days

People reached: 138 047 (54% women / 46% men)

Truplays: 24 041

(The number of times your video was played to completion)

Example of advertisement:



The image shows a Facebook advertisement for the NWU Business School. At the top, the NWU Business School logo is displayed next to the text "NWU Business School" and "Sponsored". Below this, the text reads: "Now is your chance to SUPERCHARGE you career with a MBA or Post Graduate Diploma in Management! Registrations are now open! Visit <http://commerce.nwu.ac.za/business-school> for more info...". The main visual is a video thumbnail showing a person pointing at a presentation screen with various charts and graphs. Overlaid on the video is a white box with the text "Want to supercharge your career?". Below the video, the text "COMMERCE.NWU.AC.ZA" is followed by "MBA and Post Graduate Diploma in Management". To the right of this text is a "Learn More" button. At the bottom left, there are social media icons for Facebook, Twitter, and YouTube, followed by the number "89". At the bottom right, it says "6 shares".

NWU Business School
Sponsored · 🌐

Now is your chance to SUPERCHARGE you career with a MBA or Post Graduate Diploma in Management!
Registrations are now open!
Visit <http://commerce.nwu.ac.za/business-school> for more info...

Want to supercharge your career?

COMMERCE.NWU.AC.ZA
MBA and Post Graduate Diploma in Management

Learn More

👍❤️👏 89

6 shares

What as advertised: Call to Action to apply for MBA and PGDip

Duration: 45 days

People reached: 285 820 (56% women / 44% men)

Post engagements: 20 092

(The number of times people liked, shared, or commented on the ad)

Example of advertisement:



What as advertised: Call to Action to apply for SBAB Short Courses (this was a video)

Total spent: R26 148.46

Duration: 26 days

People reached: 264 576 (48% women / 52% men)

Truplays: 49 313

(The number of times your video was played to completion)

Example of advertisement:



RADIO ADVERTISEMENTS

(Click on icon to listen to the advertisement)



Brandmax
Generic.mp3

NWU Business School branding



15 sec ad 2020.mp3

NWU Business School MBA & Post-grad diploma



Project
Management Radio



FMP MMP AMP
radio ad.mp3



Other Short
courses ad.mp3

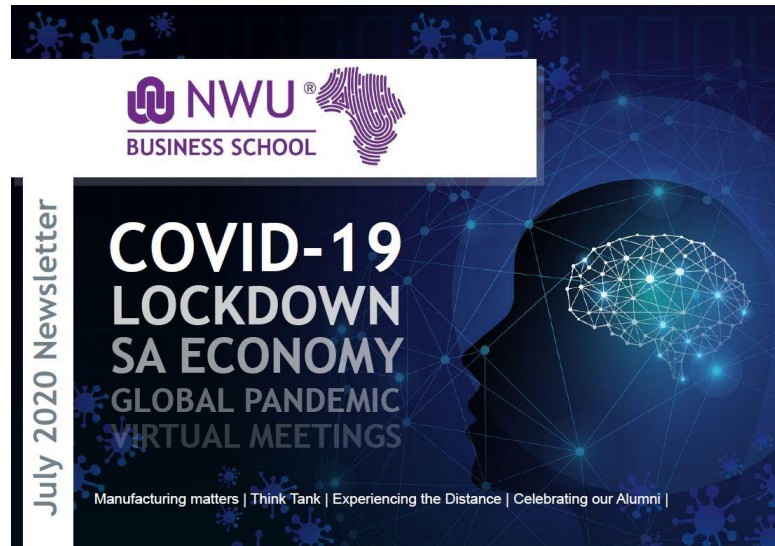
Executive education advertisements

2020 EXAMPLES

NEWSLETTERS

Over the course of 2020, we delivered **5x newsletters**.

These were electronic versions and distributed accordingly



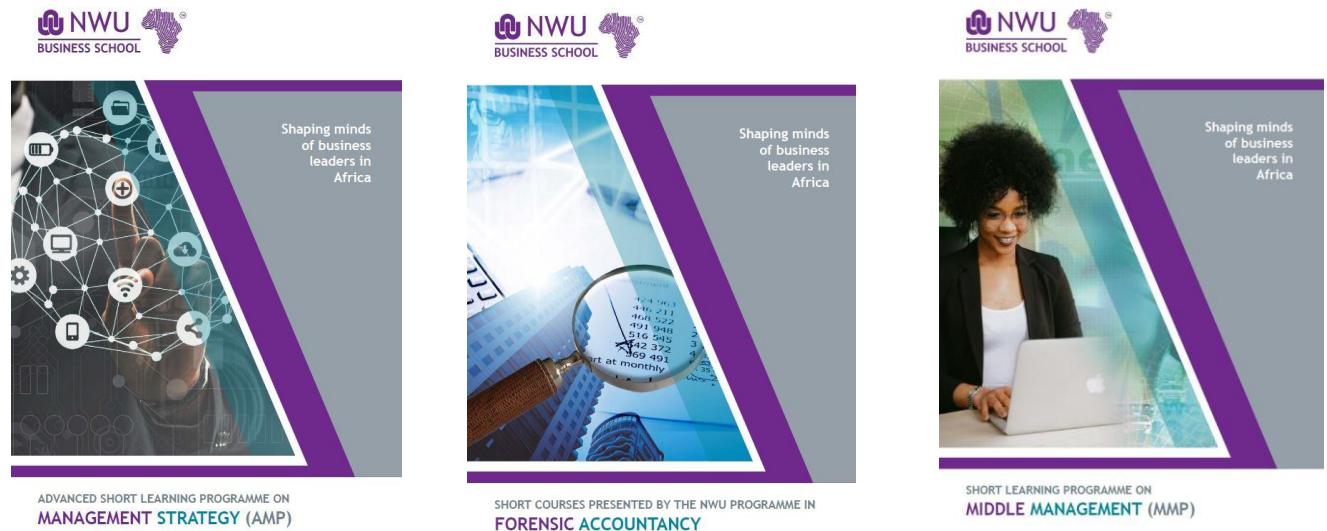
MARKETING MATERIAL

We designed and printed several new pull-up banners.



BROCHURES

We developed, designed and printed 9x new brochures for MBA, PG Dip and Short Courses. Each received printed and electronic versions



INTERACTIVE PROGRAMME MAP OF NWU BUSINESS SCHOOL



Interactive map of
all courses 2.pdf

(Open the pdf file and click on links and access academic programmes)



SOCIAL MEDIA

PAID SOCIAL MEDIA ADS:

What as advertised: Call to Action to sign up for PGDIP in Management (this was a video)

Duration: 117 days

People reached: 100 352 (52% women / 48% men)

Link clicks 6 314

Truplays: 514 077

(The number of times your video was played to completion)

Example of Advertisement:



The advertisement is a Facebook post from NWU Business School, dated May 1, 2020. It features a video thumbnail with a white text overlay. The text in the overlay reads: 'a DISTANCE Post-graduate Diploma in Management from NWU BUSINESS SCHOOL BESIGHEIDSKOOL SEKOLO SA KGWEBO'. Below the video, the text 'COMMERCE.NWU.AC.ZA PGDIP Distance' is visible, along with a 'Sign Up' button.

NWU Business School
May 1, 2020 · 🌐

To be able to further your studies on a non-contact basis, is a great advantage these days!

We offer a one or two year POST-GRADUATE DIPLOMA IN MANAGEMENT on DISTANCE basis.

Visit <http://commerce.nwu.ac.za/bus.../postgrad-diploma-management> for more information.

**a DISTANCE
Post-graduate Diploma in
Management**

from

NWU BUSINESS SCHOOL
BESIGHEIDSKOOL
SEKOLO SA KGWEBO

COMMERCE.NWU.AC.ZA
PGDIP Distance

Sign Up

What as advertised: Mandela Day Virtual Physical Activity Challenge

Duration: 10 days

People reached: 35 840 (60% women / 40% men)

Link clicks: 41

Post engagements: 4 404

(The number of times people liked, shared, or commented on the ad)

Example of advertisement:

 **NWU Business School**
July 8, 2020 · 🌐

Need a CHALLENGE? Why not do it for a good cause...

Join us on MANDELA DAY, 18 July, and take part in 67 minutes for a Virtual Physical Activity Challenge.

Whatsapp or Post your photos or videos and we'll publish it!
R67 OPTIONAL donation will be to the benefit of PPEs for Matriculants of 2020.
Please visit the link to register and for more info: <http://tiny.cc/k1n2rz>

67 MINUTES

Covering the distance for Mandela Day: Challenge yourself - be a change in someone's life!
Choose a 67 minute physical activity or combination of activities to pledge your contribution, in support of "Matriculants Class of 2020"



Join **NWU Business School**
18th July 2020 **Mandela Day** Virtual
Physical Activity Challenge



Saturday, 18th July 2020
From 06:00 to 19:00

To participate, register by 17th July 2020, 16:00

Share your journey with pictures or videos of activities & distance covered on: NWU Business School Facebook Page with #CoverTheDistance / WhatsApp: 080 321 8823

NWU Business School
College & University

 **Send WhatsApp Message**

What as advertised: Webinar week 20 – 23 July

Duration: 2 days

People reached: 25 184 (63% women / 37% men)

Link clicks: 222

Post engagements: 321

(The number of times people liked, shared, or commented on the ad)

Example of advertisement:



The image shows a Facebook post from the NWU Business School. The post is dated July 17, 2020, and is public. The text of the post announces a webinar week from July 20-23, 2020, featuring various topics and experts. A list of topics is provided, including Understanding Marketing Analytics, The parameters of a Post-Covid World, Leadership uncertainty in challenging times, Doing Business in Africa, Managing the change in a Covid-19 type environment, and Digital marketing. The post encourages users to click below to see more info and to register. Below the text, there is a link preview for 'COMMERCE.NWU.AC.ZA' with the title 'NWU Business School Webinar week | Business...' and a 'Book Now' button. The post has 64 reactions (likes, loves, and wow) and 13 comments and 21 shares.

NWU Business School
July 17, 2020 · 🌐

The NWU Business School is proud to present this year's first WEBINAR WEEK, from 20-23 July, where participants will be able to tap into the knowledge of renowned experts and academics. Best of all, it's FREE! Choose from a range of webinars:

- * Understanding Marketing Analytics
- * The parameters of a Post-Covid World
- * Leadership uncertainty in challenging times
- * Doing Business in Africa
- * Managing the change in a Covid-19 type environment
- * Digital marketing

Click below to see more info and to register!

COMMERCE.NWU.AC.ZA
NWU Business School
Webinar week | Business...
NWU Business School Webinar week The NWU Business School has great pride in being an...

[Book Now](#)

👍❤️😮 64 13 Comments 21 Shares

What as advertised: Call to action to register for Short Learning Programmes

Duration: 65 days

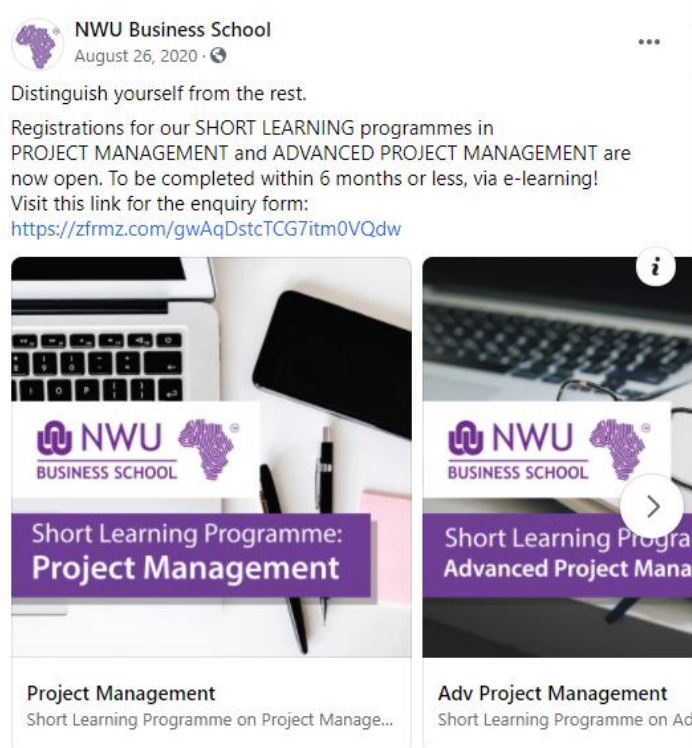
People reached: 670 898 (53% women / 47% men)

Link clicks: 11 902

Post engagements: 13 214

(The number of times people liked, shared, or commented on the ad):

Example of advertisement:



What as advertised: Call to Action to apply for the Short Learning Programme in Small Business Consultancy

Duration: 94 days

People reached: 648 102 (51 % women / 49% men)

Link clicks: 22 268

Post engagements: 23 765

(The number of times people liked, shared, or commented on the ad):

Example of advertisement:

The advertisement is a Facebook post from NWU Business School, dated August 28, 2020. It features a purple header with the school's logo and name. The main text describes a 'SMALL BUSINESS CONSULTANCY SHORT COURSE' offered in an e-learning format. It lists several skills that potential consultants will acquire, such as management, marketing, and financial skills. The course is noted to be completed at one's own pace within 6 months for a subsidised cost of R6000, with mentoring provided by experienced consultants. A link to the enquiry form is provided. Below the text is a large image showing two women in a meeting, with a purple overlay on the right side containing the NWU Business School logo and the title 'Short Learning Programme in Small Business Consultancy'. At the bottom of the image is an 'Apply Now' button. Below the image, the URL 'LEARN.NWU.AC.ZA' is displayed, followed by the text 'Short Learning Programme in Small Business Consulting | Short Courses | NWU | North-...'. A 'Learn More' button is located at the bottom right of the ad.

NWU Business School
August 28, 2020 · 🌐

The NWU Business School together with the Small Business Advisory Bureau, offer a SMALL BUSINESS CONSULTANCY SHORT COURSE on an e-learning format to equip potential Small Business Consultants.

Potential Small Business Consultants will acquire a foundation in:

- * management skills,
- * marketing skills,
- * human resource skills,
- * financial skills,
- * financial statements analysis and interpretation,
- * determining selling price of a business

and much more in the small business industry.

The course could be completed at own pace, but should be done within 6 months, at a subsidised cost of R6000. Candidates will receive mentoring by experienced consultants in the execution of a management consultation. Visit this link for the enquiry form:
<https://zfmz.com/gwAqDstcTCG7itm0VQdw>

LEARN.NWU.AC.ZA

Short Learning Programme in Small Business Consulting | Short Courses | NWU | North-...

Learn More

What as advertised: Call to Action to apply for MBA and PGDip

Duration: 70 days

People reached: 942 332 (52 % women / 48% men)

Link clicks: 25 149

Post engagements: 27 226

(The number of times people liked, shared, or commented on the ad):

Example of advertisement:

 **NWU Business School**
Published by Johan Van Zyl · October 23, 2020 ·

"With a deterministic fixed mind set, one tends to think that only a privileged few are born to this world to become leaders and the rest were destined to be followers. Nothing can be further from the truth – leaders are made, they develop and grow to become leaders eventually." - Johan Skinner, MBA Leadership Coach.

Our applications for MBA and the Post Graduate Diploma in Management is now open!
Visit <http://commerce.nwu.ac.za/business-school> for more.

Distinguish yourself with an MBA or PGDip

Two thirds of MBA graduates land their dream jobs within just six months

Our PGDip Management Course transform students into business leaders

Applications now open



Preview

Pave your way to your dream career with our accredited MBA and Post Graduate Diploma in Management qualifications. Registrations now open!

[Learn More](#)

Distinguish yourself from the rest

 NWU BUSINESS SCHOOL



What as advertised: Call to Action to apply for Forensic Short courses

Duration: 70 days

People reached: 942 332 (52 % women / 48% men)

Link clicks: 25 149

Post engagements: 27 226

(The number of times people liked, shared, or commented on the ad):

EXAMPLE OF ADVERTISEMENT:

The image shows a Facebook post from NWU Business School, dated January 19 at 9:39 AM. The post promotes short courses in Commercial Forensic Practice to combat fraud and corruption. It features two side-by-side images. The left image shows a person's hand holding a document, with text overlays: 'Commercial Forensic Accounting', 'Take a stand against commercial crime', 'NWU Forensic Accounting Short Courses', and 'NWU icfp'. The right image shows a document with text: 'Commercial Forensic Law', 'R10 750 per short course', and 'Learn >'. Below the images, the post text reads: 'Short Learning Programme in Commercial Forensic Accounting | Sho...' and 'Short Learning Programme in Commercial Forensic Law | S...'. At the bottom, it shows engagement metrics: 'Karina Le Roux and 433 others' (with like, love, and wow emojis) and '68 Comments 26 Shares'.

NWU Business School
January 19 at 9:39 AM · 🌐

Equip yourself with SHORT COURSES in Commercial Forensic Practice to combat fraud and corruption. Study material provided for all these courses.

Commercial Forensic Accounting
Take a stand against commercial crime
NWU Forensic Accounting Short Courses
NWU icfp

Commercial Forensic Law
R10 750 per short course
Learn >

Short Learning Programme in Commercial Forensic Accounting | Sho...
Short Learning Programme in Commercial For...

Short Learning Programme i Commercial Forensic Law | S
Short Learning Programme in Cor

👍❤️😮 Karina Le Roux and 433 others 68 Comments 26 Shares

RADIO ADVERTISEMENTS

(Click on icon to listen to the advertisement)



Brandmax
Generic.mp3

NWU Business School branding



15 sec ad 2020.mp3

NWU Business School MBA & Post-grad diploma



Project
Management Radio



FMP MMP AMP
radio ad.mp3



Other Short
courses ad.mp3

Executive education advertisements

SOCIAL MEDIA VIDEO ADVERTISEMENTS

(Click on icon to view to the advertisement)



MBA degree and
Post-Graduate Diplc

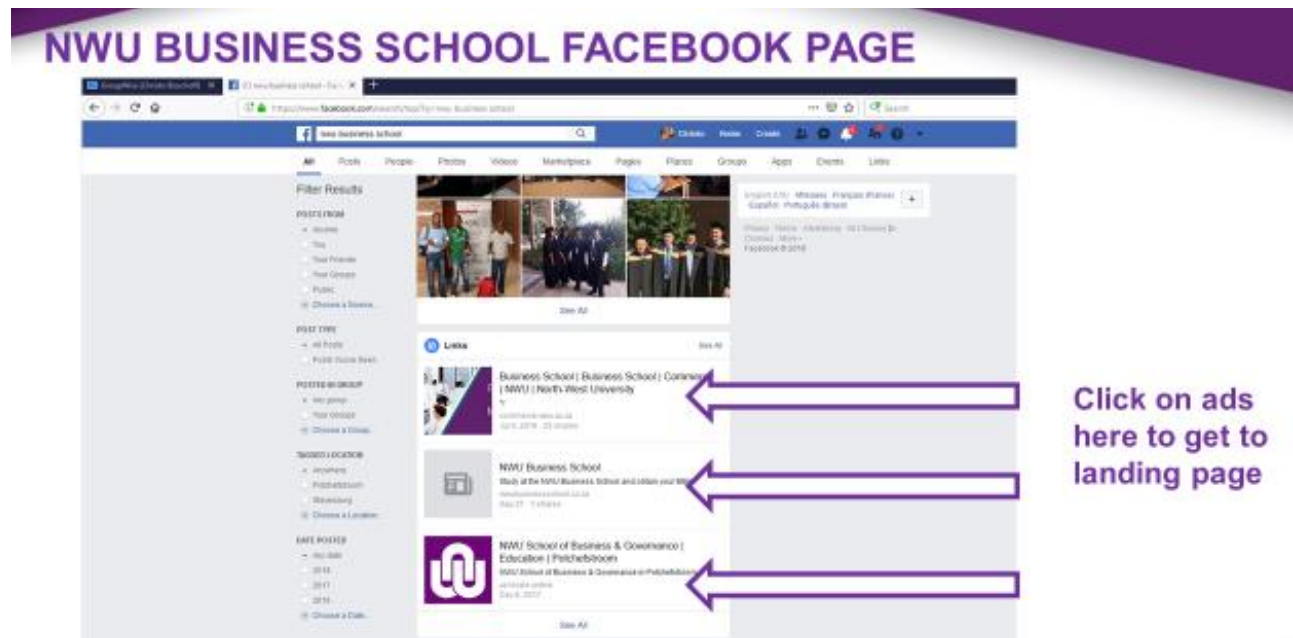


Short courses
Fundamental, Middl



Project and
Advanced Project M:

INTERCONNECTIVITY FROM FACEBOOK PAGE



BILLBOARDS AMONG MAIN ROUTES

Below are examples, location and sizes of the billboards used in the advertising campaign.

BLOEMFONTEIN LOCH LOGAN WATERFRONT SHOPPING CENTRE



Bloemfontein

Size: 12m x 25m

Location: Situated at the entrance to the massive Loch Logan Waterfront and located near the rugby stadium and Goodyear Park.

KIMBERLEY NEXT TO N8 NATIONAL ROAD

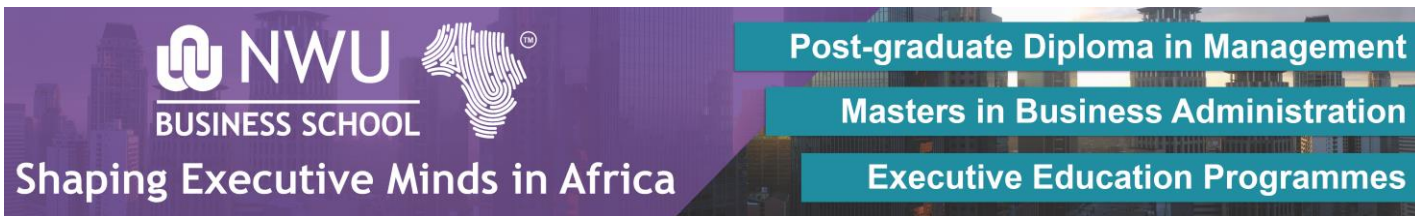


Kimberley

Size: 4m x 16m

Location: N8 Oliver Road, Kimberley, Northern Cape. Travelling in a southerly direction towards the Diamond Pavilion Shopping Mall. In close proximity to the Kimberley Checkers and the Diamond Pavilion Shopping Mall.

POTCHEFSTROOM ACROSS THE N12 NATIONAL ROAD



Potchefstroom

Size: 4m x 22m

Location: Situated on the busy N12 highway, as you leave Potchefstroom towards Klerksdorp.

KLERKSDORP OVERHEAD THE N12 NATIONAL ROAD



NWU
BUSINESS SCHOOL

Masters in
Business Administration

Executive
Education Programmes

Shaping Executive
Minds in Africa

www.nwu.ac.za

The advertisement features a purple background with a faint city skyline. On the left, a woman with glasses and a man are shown. The NWU Business School logo is at the top left, and a stylized fingerprint map of Africa is at the top right. Two teal boxes on the right contain the text 'Masters in Business Administration' and 'Executive Education Programmes'. The main headline 'Shaping Executive Minds in Africa' is in large white letters, with the website 'www.nwu.ac.za' below it.

Klerksdorp

Size: 4.5m x 18m

Location: Targets all vehicles travelling on the N12 national road towards Potchefstroom/JHB. On your way to Matlosana Mall, biggest mall in the North West.

VANDERBIJLPARK CITY CENTRE NEXT TO MAIN FEEDER ROAD



NWU
BUSINESS SCHOOL

Shaping Executive
Minds in Africa

www.nwu.ac.za

The advertisement features a purple background with a faint city skyline. On the left, a woman and a man are shown. The NWU Business School logo is at the top left, and a stylized fingerprint map of Africa is at the top right. The website 'www.nwu.ac.za' is at the bottom left, and the headline 'Shaping Executive Minds in Africa' is at the bottom right.

Vaal

Size: 2.1m x 4.1m

Location: Corner of R42 and R57 in Vanderbijlpark, visible heading towards Sasolburg.



Mahikeng

Size: 6m x 4m

Location: Structure located on Sekame Road traveling from all the national departments towards Nelson Mandela Drive, just outside the Crossing Shopping Centre.

SPECIAL INITIATIVES

THINK TANK – CLAMPING DOWN ON SA’S ECONOMIC PROBLEMS

During the course of 2020, the NWU Business School has embarked on a brand new initiative where academics, political and business leaders, researchers and postgraduate students had the opportunity to join a virtual, online table and discuss the most important economic issues in South Africa.

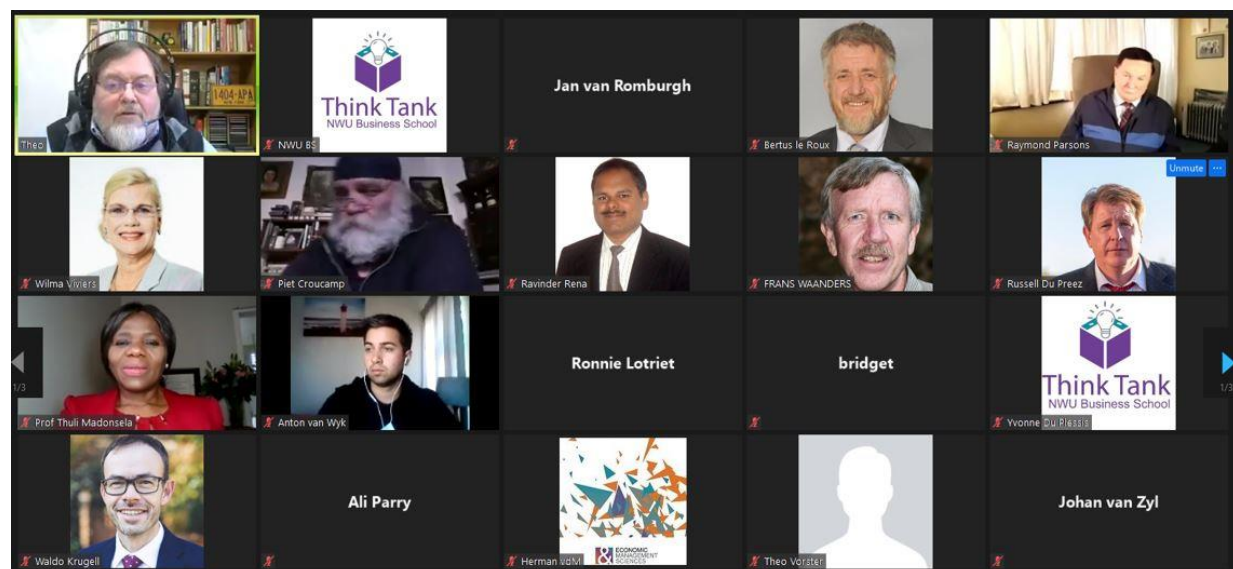
Die NWU Business School “Think Tank” recently held its fifth successful session – to much interest from various business and political stakeholders. From a humble beginning, the Think Tank grew to a platform where it already saw more than 400 individuals participating in these sessions.



According to Prof Jan van Romburgh, acting director of the NWU Business School, the Think Tank experienced personal views and suggestions from high profile individuals who took part in guest addresses and open discussions. They included the likes of:

- Prof Thuli Madonsela (Former public protector)
- Job Mokgoro (Premier of the Northwest Province),
- Dr Azar Jamine (Economist)
- Theo Vorster (Investment manager),
- Dawie Roodt (Economist),
- Francois Strydom (CEO of Senwes),
- Wandile Sihlobo (Agbiz Head economist)
- Popo Molefe (Politician)
- Adv Dali Mpofu (lawyer and politician)
- Pauli van Wyk (Political journalist)

In future, the NWU Business School will embark on more such Think Tank initiatives. “We have an obligation towards stimulating the South African economy with our wide range of expertise and by creating possible solutions. This initiative will also take the profile and reputation of the NWU Business School to the next level,” Prof van Romburgh says.



NWU BUSINESS SCHOOL AFRICAN BON BONS INITIATIVE

The African continent is a global treasure and deserves to be listened to by surfacing the wisdom and talent hidden in the silent voices of her people. Answers to the multiple challenges facing Africa can only be solved by seeking and uncovering African solution by Africa's people.

We, as experts and academics of the NWU Business School, have recently made a decision to place emphasis on our continent – specially to shape executive minds in Africa.



Recently, we have redeveloped our new African-themed logo, which represents the Business School's expansion of the "fingerprint/footprint" in Africa, but also the uniqueness of solutions we want to offer within a wider African sphere – not only with regard to specialised education for executives, but also to provide sustainable solutions or ideas for economic growth. Through this, we want to be known as the business school leader in Africa.

Therefore, we need to put our expertise where our mouths are, and that is what we are going to do!

Just as Bon-Bon candy is small and bursting with flavour, such is the idea with this initiative: Compacted, sting suggestions for Africa.

The NWU Business School African Bon-Bons initiative will be launched early in 2021, where our experts, researchers and academics will rapidly tap into certain current affair issues in Africa and will conduct short interviews with African experts about a topic.

These short five-minute recorded interviews and suggestions will be packaged in a nutshell, which enables the Business School to distribute it to the media, our alumni and the general public.

"We need to be relevant to our continent, and we have an obligation to use our expertise to address issues such as water shortages, food security, lack of leadership, health and safety, unemployment, corruption, political instability etc. By hearing first-hand from the voices of Africa – their concerns, their needs – we will be in a position of providing innovative ideas to change Africa for the better," says Prof Jan van Romburgh, director of the NWU Business School.

To view the first few Bon Bon interviews, please click on the images below:

1. The NWU Business School's Oarabile Manyapelolo has a discussion with Kgosi Mabe, Chairperson of the North West House of Traditional Leaders. The aim of the discussion was to place focus on the role of traditional leadership in our communities and the business sector.



<https://www.youtube.com/watch?v=n2HJt64EJxl&t=17s>

2. The NWU Business School's Prof Hein Prinsloo discusses the digital revolution in Africa with Dr Alistair Mokoena, CEO of Google Africa. They touch on development and investment opportunities. Dr Mokena is also an alumnus of the NWU Business School.



<https://www.youtube.com/watch?v=blgyJbixsew>

TRACKING THE SUCCESS OF THE MARKETING CAMPAIGN

MBA & PGDIP

15 Sept 2019 – 15 Dec 2019 (Budget: R118 000)

The campaign consisted of three segments:

VIDEO ON SOCIAL MEDIA - FACEBOOK AND INSTAGRAM

- 138 047 people reached
- the video played 24 041 times straight through to the end
- 1 274 link clicks on the video to be directed to the Business School's website.

STATIC BANNER-POST ON SOCIAL MEDIA - FACEBOOK AND INSTAGRAM

- 162 655 people reached
- 5 944 link clicks on the video to be directed to the Business School's website.

STATIC BANNER-POST ON MOBILE NETWORK 24 AND CITY PRESS

- "Both platforms performed above the industry benchmark" – Media 24
- Overall, 139 753 advertisements ran on the platforms (Netwerk 24 had 69 876 and City Press had 69 877)

SOCIAL MEDIA: FACEBOOK

Page likes grew in the past year with 718 likes



Post reach **peaked from July 2019 to December 2019**

