

United marketers, call from MA(SA)

The [Marketing Association of South Africa](#) [MA(SA)] has issued a call to the industry to unite as one body to represent the rights and needs of the industry.



"The marketing landscape and the way we perceive marketing in South Africa has changed and evolved significantly over the last few years," says the MA(SA) CEO, [Sarel du Plessis](#).

According to Du Plessis, there is debate regarding the future of print. This is backed up by declining circulation figures and the shift in consumption patterns with a move to online, coupled with potentially game changing industry issues such as the proposed alcohol advertising ban. This suggests that marketers need to relook their approach to marketing and unite to speak with one voice or risk being left behind.

"In its essence, the discipline of marketing has not changed and still remains as the art of adding value to business. This sentiment of adding business value to corporate South Africa as well as to individual marketers lies at the core of the association's objectives."

Representative voice

The association's other fundamental role is to be the representative voice of the industry in all marketing matters.

"This is key, especially in these trying times when we are faced with the proposed ban on alcohol advertising, a decision that will force us to change the way we do marketing and threaten some of our livelihoods. We need to be unified in our approach as marketers to highlight our rights. Which is why in future all full marketing definition bodies and associations (including classical marketing, advertising, public relations, direct marketing and online) should join forces under one umbrella association to represent the rights of the industry," he continues.

In South Africa, marketing has long been a career that 'sits on the fence' so to speak, often not being recognised as a professional career. In light of this, the association sees chartered status as the only way to the boardroom for marketers.

"Giving the industry a voice"

"As an association dedicated to giving the industry a voice and raising the bar for marketing, as a discipline in South Africa, we saw it as pivotal to embrace education and training in order to bolster the stature and credibility of the profession through administering the Marketing Practitioner SA and the Chartered Marketers SA designations."

"So, I call on our existing corporate members and individuals to renew their annual memberships with the association and on potential members to sign up with the association. As both corporate and individual members, members reap the benefits of having access to leadership, mentorship and guidance on issues in the industry.

"For our association to effectively oversee the needs of the marketers it is vital to increase our critical mass and become the unified voice for the marketing industry," concludes du Plessis.

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