

UCT develops strategic marketing and branding expertise

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The UCT Graduate School of Business (GSB) runs two popular courses this September that provide an in-depth understanding of the strategic and tactical elements of marketing and branding. The courses will be run by Gordon Cook, recently voted as one of the *Financial Mail's* Top 20 most influential people in advertising.



The courses are being offered by the School's Executive Education unit, which in 2005 received a global top ten rating from the Economist Intelligence Unit for its executive short courses.

Strategic Marketing is the first of the double bill on offer in September and according to Cook has been crafted with the very latest global thinking in the field, taking cognisance of what is being taught at leading business schools internationally.

He added that it is positive to see a top local business school like the UCT GSB delivering innovative programmes to the local market.

"This course addresses a real need in the market and credit must go to the GSB for responding with innovation - it is a good example of what business schools in the 21st century should be doing," he said.

Running from 4 - 6 September, Strategic Marketing caters for senior managers and middle managers responsible for marketing and sales, as well as communication, product and brand managers.

The aim is to develop the ability of these experienced marketing professionals to think strategically about their marketing responsibilities as well as to explore ideas on how to think differently about the role of marketing.

Closely following Strategic Marketing will be The A - Z of Strategic Brand Management, running from 7 - 8 September. The course provides an insightful and entertaining update on all aspects of brands and brand building.

According to Cook it will be "a high-impact multi-sensory brand experience that will challenge many 'certainties' about brand building".

The programme covers all the marketing components that contribute to launching and sustaining a brand, including brand research, logistics management, the brand communication mix, pricing, packaging, brand and category management.

Both courses have been designed with the busy schedules of managers, executives and business owners in mind.

"Today, if these individuals don't get fast-tracked on the latest global thinking, they may begin to fall behind the competition. This is not just a challenge for South African executives, but for top-people all across the business world. These leaders need short, punchy workshops and these programmes are tailored to their needs," said Cook.

Cook, Director of Vega - The Brand Communications School based in Johannesburg, lectures Strategic Marketing Planning and Strategic Execution on two MBA programmes and has consulted to the marketing and sponsorship industries

both in South Africa and the United States. He is also one of the few registered Chartered Marketers in South Africa.

For more information on the programmes contact Aniesah Ajam on (021) 406 1094 or email .

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