



MUT's Innocent Dimba, (seated) interacting with learners in Limpopo

KZN to Limpopo and Limpopo to PE in a quest for the best student

Nelson Mandela once said, "Education has the power to change the world." That is why many hours on the road did not deter the MarComms' student recruitment team! They had embarked on a long journey to reach out to the Venda community in order to offer them study opportunities available at MUT. The recruitment team was amazed at the number of Limpopo students who were attracted to the MUT brand and wanted to leave Thohoyandou to experience the beautiful city of Durban. "It amazed me to see the number of female learners interested in engineering in this province," said Ayanda Blose, a Schools' Liaison Assistant at MarComms.

The career exhibition which took place at the University of Venda, exposed Brand MUT to over 15,500 learners from 98 schools. MUT did not appeal only to Grade 12 learners in Venda, but to the whole community. They also distributed flyers and MUT-branded items to older people on the streets and in shopping malls. Undoubtedly, MUT made a positive impact on the community of Thohoyandou.

From 19 to 23 February, the MarComms team also participated in a career expo in Nelson Mandela Bay, Port Elizabeth.

"Our mandate is to deliver a diverse student population. This we will never achieve if we do not take our student recruitment drives outside KZN. We decided to showcase the MUT brand in the Eastern Cape by attending the Port Elizabeth - Nelson Mandela Bay Career Exhibition in an attempt to attract high quality students while diversifying the University,"

said Innocent Dimba, Schools' Liaison Officer at MarComms.

MUT not only reached out to the Port Elizabeth learners through the career exhibition, but also took the initiative of delivering information brochures and the MUT Spirit to different libraries in Nelson Mandela Bay. "One of the best things you can do for a South African child is to make sure that he or she chooses a career that he or she is passionate about and will be best suited to the level of subjects being studied. We are proud to say MUT has done its utmost to expose learners in the Eastern Cape, Port Elizabeth and Limpopo to the vast number of opportunities available at MUT," added Innocent proudly.

Marcomms gives interns a rite of passage

The Department of Marketing and Communications (MarComms) continues to be one of the best incubators for students, particularly those from the departments of Marketing and Office Management and Technology. Recently MarComms took in three Office Management and Technology students, namely, Gugu Mkhize, Nontoko Nzama and Zakhele Khumalo.

Zakhele said, "Working in the Vice-Chancellor's office carries a great deal of weight and responsibility. It requires one to pay attention to everything in need of the VC's attention." Likewise, Gugu and Nontoko are walking with an extra spring in their step now that MarComms has given them direction and affirmed the value of what they are studying. Both Gugu and Nontoko say that MarComms has given them a chance to grow and experience the world of work.

"Well, I just feel as if I am a grown-up now. I finally understand what my mom used to tell me, and I feel more in control of my life than before. It also teaches me to be responsible and to improve my communication skills," said Gugu.

Both interns agreed that MarComms was an excellent place where they could turn theory into practice and gain experience in multi-tasking. Although they felt rather intimidated at first, they soon "got the hang of it". They are proud of the projects they have led and finished. So far they have organised for the NSFAS activation project on campus. They also took part in organising the June 16 celebrations and the programme to be followed when the University Vice-Chancellor held a string of meetings with different stakeholders on campus. They are thriving on the challenges MarComms offers them, and now see themselves as being more efficient as MarComms has given them a rite of passage. Gugu said working at MarComms has improved her interpersonal skills and has taught her to deal with diversity in the workplace. Nontoko said that her communication skills have improved since she joined MarComms.

Alongside this, two former marketing interns at MarComms have now become full-time employees in the Department.



From left, Nontoko Nzama, Zakhele Khumalo and Gugu Mkhize, all Office Technology students