

# New publications for marketers launched

By [Tshepiso Seopa](#)

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Over the years marketers have had to work at shifting perceptions about marketing only being about sales and profit generation but a part of business that is important to the growth of business and brands. In response, Wag the Dog has launched *Strategic Marketing*, which is now the official publication of the IMM Graduate School of Marketing.

Also launched by Wag the Dog on Tuesday, 8 July 2008, at the JSE auditorium in Sandton, Johannesburg, was *Sponsorship SA*, an investor's guide.

*Strategic Marketing* is aimed at serious marketers who want to harness the power of marketing. The glossy will also seek to stimulate marketers into debating issues affecting them, as well as provide food for thought to senior executives about the matters shaping the industry.

According to a letter written by the IMM marketing team on page six of the new magazine, the official publication is the way in which IMM seeks to energise the marketing industry: "Each issue of *Strategic Marketing* will also allow us to share the vast amounts of marketing intellectual capital that the years have brought us and we will be indicative of how serious we are in offering the marketing industry the best of our brands," says the letter.

## Role of sponsorship in business

*Sponsorship SA* aims to provide marketers, sponsors and events managers with information about the role of sponsorship in business. The publication covers legal, financial and marketing aspects of sponsorships deals.

Dr Ivan May, CEO of the Constitution Hill Trust and Radio Today and convener and chairman of the Chartered Marketers of South Africa, spoke about the relevance of having *Sponsorship SA* published, and emphasised the need for transformation in the industry.

In conclusion, he said, "The challenge now is to identify consumer needs. The effects of corporate citizenship on purchase behaviour should be analysed and incorporated into strategy."

## ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at Bizcommunity.com

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