





Jonathan Cherry

PGDip in Futures Studies alumnus

As an innovative entrepreneur with more than 20 years of experience in marketing and brand-building, Jonathan Cherry wanted a formal qualification that supports his alternative approach to marketing and consultation.

The PGDip – applying practical frameworks immediately

I have been working in the corporate field for two decades. However, for the last 13 years I have been running my own consultancy in an experiential marketing space, with highly innovative ideas and execution – certainly not your standard kind of practice!

Three years ago, I discovered the Futures Studies programmes at the University of Stellenbosch Business School, which were almost a synthesis of the practical work that I have been doing. It really provided a scientific basis for the thinking that we were doing at the innovation consultancy.

The PGDip was an absolute fantastic year. It was jam-packed with content. All the pieces of content were interwoven with each other to make sense as a combination. But it was also tough, because the reading schedule is intense and the examinations and assignments are not for the faint-hearted. What was really rewarding for me was the hugely practical frameworks. I applied them at will with all of my clients, and even in my personal life. The results were astounding.

The highlight for me was how practical the PGDip is. Unlike the university curriculum that I had during my undergraduate studies, I really felt that the business school offered a lot of practical examples, which are very valuable for the kind of work that I do.

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