



University of Stellenbosch Business School

## Personal Information

Title:	Dr
First name:	Marietjie
Surname:	Theron-Wepener
Contact number:	+27 (0)21 918 4224
E-mail address	Marietjie.Theron-Wepener@usb.ac.za
Organisational role:	Senior Lecturer
Organisational position:	Head: Small Business Academy
Area(s) of expertise:	Marketing Management

## Executive Profile

Dr Marietjie Theron-Wepener is Senior Lecturer in Marketing and Strategic Marketing and Branding at the University of Stellenbosch Business School (USB). She teaches on the MBA and Postgraduate Diploma in Business Management at USB.

She is Head of the USB's Small Business Academy (SBA) that offers business training and mentorship to small business owners in poor communities in Cape Town and the Eastern Cape.

She has worked in a senior capacity in marketing and strategic communication in large South African organisations in a number of industries including media, advertising, agriculture and retail. She is involved in consultation work for organisations part-time and has done work in the agricultural, chemical, wine, legal and tourism sectors.

She obtained her PhD in Business Management and Administration from the University of Stellenbosch in 2014, with Corporate Reputation as specialist field. She is an Accredited Practitioner in Public Relations (APR) and a member of the International Association of Business Communicators (IABC), and the global Reputation Institute (RI). She has lectured part-time overseas on other MBA and Masters programmes (for example, the MBA of Bond University in Australia, and the Business School of Aix en Provence in France), as well as senior executive programmes of the Stellenbosch Business School's executive education arm, USB-ED.

## Education

Year	Degree	Field of Study	University	Country
2014	PhD	Business Management and Administration	University of Stellenbosch Business School	South Africa
1983	MA	Communication Science	University of the Free State	South Africa
1978	BA Hons	Communication Science	University of the Free State	South Africa
1977	BA	Communication Science	University of the Free State	South Africa

## Academic honours and awards

Year	Honour/Award	Honour/Award Description	Country
2014	Rector's Achievement Award, Stellenbosch University		South Africa
2010	Rector's Achievement Award, Stellenbosch University		South Africa
2000	Rector's Achievement Award, Stellenbosch University		South Africa
1995	2nd place in SA Industrial Journalist of the Year Competition		South Africa

## Membership of professional and scientific organisations

### Organisation

Member of the Reputation Institute (based in New York)

Member of International Association of Business Communicators (IABC, SA chapter)

Accredited by and Member of Public Relations and Corporate Communication Institute of Southern Africa (PRISA)

Member of the SA Communication Association (SACOMM)

## Academic and Professional Experience

Commencement date	End date	Position	Institution	Country
2016/08/01	To date	Senior Lecturer: Strategic Marketing; Marketing Management; Business Communication	University of Stellenbosch Business School	South Africa
2000/01/01	2016/07/31	Part-time consultant; contract research	Personal capacity	South Africa
2000/01/01	2016/07/31	Part-time Lecturer	University of Stellenbosch Business School	South Africa
1997/11/10	2016/07/31	Head of Marketing & Stakeholder Relations	University of Stellenbosch Business School	South Africa

1996/12/01	1997/10/31	Account Executive	Pro-Ad Advertising Agency	South Africa
1986/11/01	1996/11/30	Manager: Corporate Communication & Marketing	Cape Agri (WPK)	South Africa
1983/03/01	1986/09/30	Editor	Swartland Monitor	South Africa
1976/12/01	1978/02/28	Journalist	Naspers/Media24	South Africa

## Research

Research Book/Journal Title	Authors	Publication	Publication date
<b>Journal Article</b>			
An instrument to measure the customer-based corporate reputation of large service organizations	Theron-Wepener, M.	Journal of Services Marketing	2015