



University of Stellenbosch Business School

## Personal Information

Title:	Professor
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Organisational role:	Professor
Area(s) of expertise:	Marketing

## Executive Profile

Prof Marlize Terblanche-Smit is Associate Professor in Marketing at the University of Stellenbosch Business School. She joined the USB as senior lecturer in Marketing and Strategy at the beginning of 2013 and held the position of Head of the MBA programme from 2014 to 2016. Previously, she was senior lecturer at the Department Business Management at Stellenbosch University's main campus. Prof Terblanche-Smit believes an MBA qualification remains highly relevant and that it is a solid investment in an individual's future. She is passionate about showing her students new and different viewpoints on current and future business challenges through the MBA.

Prof Terblanche-Smit consults as a Strategic Marketing Practitioner. She brings extensive management experience to her teaching since she started her career as managing director of a communications company and prior to that spending some years as group marketing executive and general manager marketing of one of the top dairy companies in South Africa.

Prof Terblanche-Smit teaches Strategic Marketing & Branding on the USB's MBA.

## Education

Year	Degree	Field of Study	University	Country
2008	PhD	Business Management – Marketing focus	Stellenbosch University	South Africa
1998	MEcon	Masters in Business Management	Stellenbosch University	South Africa
1991	BEcon (Hons)	Business Management/Marketing	Stellenbosch University	South Africa
1990	BEcon	Business Management	Stellenbosch University	South Africa

## Academic honours and awards

Year	Honour/Award	Honour/Award Description	Country
2015	Rector's Award for service delivery	Confirmation from Rector's office for service to USB	South Africa

## Membership of professional and scientific organisations

Organisation
SAIMS (South African Institute for Management Sciences) 2009-2016
SAMRA (South African Market Research Association) 2004-2016
EMAC (European Marketing Academy) 2008-2011
ICORIA (European Advertising Academy) 2008-2012
IAPNM SA representative (International Association of Public and Non-Profit Marketing) 2007

## Academic and Professional Experience

Commencement date	End date	Position	Institution	Country
2016/08/01	To date	Associate Professor	University of Stellenbosch Business School	South Africa
2014/01/01	2016/07/31	Head MBA Programme	University of Stellenbosch Business School	South Africa
2013/01/21	2001/01/01	Associate Professor	University of Stellenbosch Business School	South Africa
2012/01/01	2012/12/31	Strategic Marketing Practitioner	Private consulting	South Africa
2004/07/01	2011/12/31	Senior Lecturer	University of Stellenbosch	South Africa
2000/08/01	2004/06/30	Managing Director	Capsicum Communications (Pty) Ltd	South Africa
1992/07/01	1999/08/31	Group Marketing Executive/General Manager Marketing	Parmalat SA (Pty) Ltd	South Africa

## Research

Research Book/Journal Title	Authors	Publication	Publication date
<b>Journal article</b>			
Advertising execution styles matter-a fear-based experiment on attitude, susceptibility, efficacy and behaviour	Terblanche-Smit, M, Van Huyssteen, L, & du Preez, R	In Campbell, C & Ma, JJ (eds.) <i>Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing</i> . Springer, 116-126	2016
Brand recognition in television advertising: the influence of brand presence and brand introduction	Gerber, C, Terblanche-Smit, M & Crommelin, T	<i>Acta Commercii</i> , 14(1)	2014
HIV/AIDS fear appeal advertisement directed at different marketing segments: Some considerations for corporate sponsors and NPO's	Terblanche-Smit, M & Terblanche, NS	<i>South African Journal of Business Management</i> , 44(4), 65-76	2013

HIV/Aids marketing communication and the role of fear, efficacy and cultural characteristics in promoting change	Terblanche-Smit, M & Terblanche, NS	<i>Journal of Public Affairs</i> , 11(4), 279–286	2011
Breaching the tension threshold in fear appeals: An experimental investigation	Terblanche-Smit, M & Terblanche, NS	<i>Management Dynamics</i> , 19(2), 2-15	2010
Race and attitude formation in HIV/Aids fear advertising	Terblanche-Smit, M & Terblanche, NS	<i>Journal of Business Research</i> , 63(2), 121-125	2010
Good idea, bad idea: A study of young adults' opinions on antidrunken driving campaigns	Viljoen, EN, Terblanche-Smit, M & Terblanche, NS	<i>Communication</i> , 35(1), 119-137	2009
An analysis of fear appeals and racial characteristics: The role of threat and efficacy in HIV/AIDS communication	Terblanche-Smit, M	<i>Romanian Marketing Review</i> , 1 (January-March), 71	2009
Marketing communication practices by manufacturing business enterprises in Eritrea	Tesfamariam, T, Terblanche-Smit, M & Terblanche, NS	<i>Africa Insight</i> , 37(2), 93-96	2007

<b>Chapters in books</b>			
Innovations in social marketing and public health communication: Improving the quality of life for individuals and communities	Terblanche-Smit M & Terblanche N	In Wyler W (ed.) <i>Innovations in social Marketing and Public Health Communication</i> , Springer, Switzerland, 173-184	2015
The impact of personality differences on efficacy, attitude and behavioural intention in HIV/AIDS fear appeal advertising	Terblanche-Smit, M & Terblanche, NS	EAA (European Advertising Academy) <i>Advances in Advertising Research</i> , (Vol. II) 121-131	2011
Different racial perceptions in social marketing: The role of fear and efficacy in HIV/AIDS communication	Terblanche-Smit, M & Terblanche, NS	EAA (European Advertising Academy) <i>Advances in Advertising Research</i> , (Vol. I) 112-125	2010

Conference papers			
New service development strategy for the service sector: Why the square peg won't fit in the round hole	Oduori, FN, Herbst, FJ & Terblanche-Smit M	In Bisschoff CA (ed.) 9th International Business Conference, Livingstone, Zambia, NWU Business School	2015
Applying social marketing principles to an African village model for orphaned children	Terblanche-Smit, M, Mare, M & Du Preez R	14th International Congress of the International Association of Public and Nonprofit Marketing (IAPNM)	2015
Branded alcohol advertising and price effects: exploring the influence on brand and segment consumption levels	Terblanche-Smit, M & Van der Spuy, T	13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands, 26-28 June	2014
Evaluating alternatives to support social marketing: A framework for alcohol control policy development	Terblanche-Smit, M & Herbst, FH	12th International Congress on Public and Non-Profit Marketing, Gran Canaria, The Canary Islands, Spain, 13-14th June	2013
Advertising execution styles matter - a fear-based experiment on attitude, susceptibility, efficacy and behaviour	Terblanche-Smit, M, Du Preez, R & Van Huyssteen, L	16th AMS World Marketing Congress, Melbourne, Australia, 17-20 July	2013
Exploring brand love versus brand liking	Terblanche-Smit, M, Van Zyl L & Du Preez, R	30th International Congress of Psychology, Cape Town, South Africa, 22-27 July	2012
The relationship between selfconcept, self-efficacy, emotional state, weight perception and food choice within generation y: implications for social marketers	Terblanche-Smit, M & Du Preez, R	10th International Congress of the International Association on Public and Nonprofit Marketing (IAPNM 2011), Porto, Portugal, 15-18 June	2011
The influence of advertising execution styles on attitude and behaviour: a fear-based, crosscultural experiment	Terblanche-Smit, M & Van Huyssteen, L	10th International Conference on Research in Advertising (ICORIA), Berlin, Germany, 23-25 June	2011