REFLECTIONS ON BECOMING A PROGRAM DIRECTOR

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PROGRAM DIRECTOR – DBMK, DBMN, DBMT
SCHOOL OF MARKETING
UNISA BUSINESS SCHOOL
What matters?

- Your role, responsibilities, procedures etc.
- Students
- Colleagues and Head of School
- Relationship with other internal and external stakeholders
- Teaching-Research
- Marketing your program
What matters?

- Being available and accessible
- Time Management
- And then there were emails and lots and lots and lots of them
- How not to drown??
- Congratulations and Enjoy