

STAFF MEMBER	Mr AP Roux
DESIGNATION / POSITION	Senior Lecturer: Marketing
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QUALIFICATIONS	M Com (University of Free State) Higher Education Diploma (University of Free State)
PORTFOLIO / SHORT CV	Mr AP Roux hold the position of senior lecturer in the Department Business Management at the Central University of Technology, Free State where he is lecturing marketing and marketing related subjects for the past 31 years. Mr Roux obtained his Masters in Business Management (specialisation Purchasing Management) at the University of the Free State. He was the study leader for four successful masters students. At present his is the study leader for two master students and co-study leader for two master students. He was also the head of the Department Marketing for four years.
AREAS OF EXPERTISE	International Marketing Strategic Marketing
PUBLICATIONS	
BOOK(S) OR CHAPTER(S) IN BOOK(S)	"Pricing for International Markets" a chapter in the handbook International Marketing edited by Burgess and Bothma.
PRESENTED CONFERENCES, SEMINARS, WORKSHOPS	
LINKEDIN RESEARCHGATE GOOGLE SCHOLAR PROFILE	