

STAFF MEMBER	Mrs Lorene Erwee
DESIGNATION / POSITION	Lecturer: Marketing Programme
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QUALIFICATIONS	MTech: Marketing & MAHED (UFS)
PORTFOLIO / SHORT CV	Research expertise in Relationship Marketing and Experiential Learning Teaching subjects such as: Advertising & Sales Promotion I, Sales Management III and Applied Marketing IV. Is responsible for the WIL programme of the the Marketing students.
AREAS OF EXPERTISE (listed)	Relationship Marketing and Experiential Learning
PUBLICATIONS	
BOOK(S) OR CHAPTER(S) IN BOOK(S)	2004. Sales Management, Juta,
PRESENTED CONFERENCES, SEMINARS, WORKSHOPS	<p>2008: Joint HELTASA and SAARDHE Conference. 2008. Higher Education as a Social Space. International Conference in Grahamstown, South Africa on 30 November 2008 – 3 December 2008. The Implementation of Work-Integrated Learning in the Marketing Programme at the CUT, FS.</p> <p>2009: Business Management Conference, 5-7 November 2009, Westville Campus University of Kwazulu Natal. Work-integrated Learning in the Marketing programme at the Central University of Technology, Free State – A burden or a requirement?</p> <p>2010: HELTASA Conference. 2010. International Conference held by University of Limpopo in Tzaneen, South Africa on 23-25 November 2010. “<i>Adding value to the employability of Marketing students through Work-Integrated Learning</i>”.</p> <p>2012: Heltasa Conference. 2012. International Conference held by University of Stellenbosch in Stellenbosch, South Africa on 28-30 November 2012. “<i>Optimising Students’ Preparedness Towards Work-Integrated Learning And The Industry</i>”.</p>
LINKEDIN RESEARCHGATE GOOGLE SCHOLAR PROFILE	