

Implementing Practical Marketing Strategy for Township Schools

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ABSTRACT The study investigated the cause of decline in enrolment in technical schools in South Africa with the aim of designing a practical implementation plan (PIP) to counteract the trend. This was a case study using a qualitative research approach involving the school admissions committees, members of the school management team and students. As part of the process of developing a PIP, the study explored the relationship amongst parents, students, governors, the community and nature of their accountability. The data was collected using interview schedules consisting of unstructured and structured questions. The findings indicated that the main reasons for the reduction in student enrolment were the split of the school structure into the further education and training (FET) and Senior (junior secondary) school phases which resulted in a lack of resources and ill-discipline on the part of teachers and students – occasioned by traveling long distances to and from the technical schools for trade practical work. A PIP was developed, but did not get to the implementation stage as the schools quickly degenerated into the status of an Education Action Zone (EAZ) School due to poor performance. Further, some recommendations are put forward which could assist the schools improve its performance.