



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

REQUEST FOR QUOTATIONS : RFQ-DUT-30/26

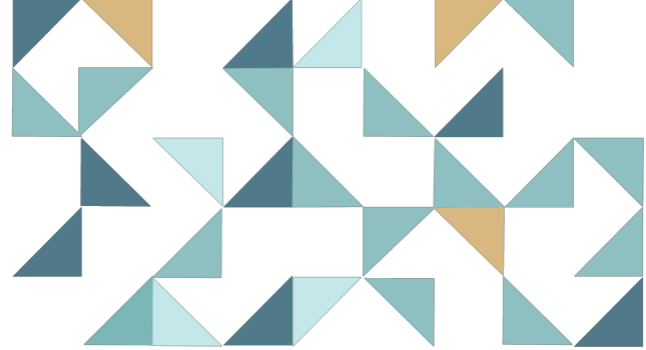
**APPOINTMENT OF A CREATIVE AGENCY TO PROVIDE THROUGH-THE-LINE (TTL) MARKETING SERVICES
FOR THE DUT BUSINESS SCHOOL**

Closing date and time for Submission	29 th April 2026 @ 16h30
Suppliers who are interested in supplying the services as specified herein are requested to prepare a quotation and send it via email for the attention of Director: Procurement.	
NB: Only Bids e-mailed to roq@dut.ac.za will be accepted and considered.	
Enquiries relating to the bid may be addressed to the DUT contact person listed below:	
Procurement Enquiries	Technical Enquiries (Specification)
Name: Mr Colin Ponsamy E-mail: colinp@dut.ac.za	Name: Ms Precious Zinhle Rashee E-mail: PreciousZ3@dut.ac.za Tel: 031 373 5711

Submission of compulsory documents

1	The Tax compliance status PIN (TCS PIN) must be submitted. Should the Bidder's tax clearance status not be in order at the close of the evaluation of the bid, this will lead to the invalidation of the bid document. (Compulsory) .
2	B-BBEE certificate
3	Company registration documents (CIPC).

Bidders are required to ensure full compliance with the attached specification and submit all relevant supporting documentation, including pricing, as stipulated in this RFQ. Non-compliance may result in disqualification



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1. BACKGROUND

Durban University of Technology (DUT), through the DUT Business School, hereby invites suitably qualified and experienced service providers to submit quotations for the provision of **integrated through-the-line (TTL) marketing services**.

The DUT Business School requires the services of a **one-stop creative agency** to support strategic marketing, advertising, media planning and buying, multimedia design, and digital marketing initiatives aimed at strengthening brand visibility, programme awareness, and global and locally stakeholder engagement. The appointed service provider will work and report to the Marketing and Events Practitioner.

2. OBJECTIVE

The objective of this RFQ is to appoint a suitably qualified and experienced one-stop creative agency to deliver integrated through-the-line (TTL) marketing services that support the strategic marketing objectives of the DUT Business School.

The appointed service provider will be responsible for delivering impactful, integrated, innovative, and cost-effective marketing, multimedia design advertising, media planning and buying, and digital marketing solutions to strengthen brand visibility, increase programme awareness and foster meaningful engagement with both local and global stakeholders. The service provider will work closely with and report directly to the Marketing and Events Practitioner to ensure alignment with DUT policies, corporate identity guidelines, and overall institutional strategy.

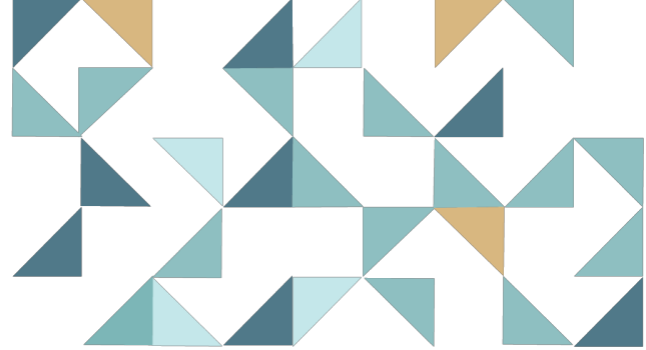
3. SCOPE OF WORK

The successful service provider will be required to deliver the following services:

3.1 Through-the-Line (TTL) Marketing Services

- Conceptualization, strategic planning, and execution of integrated, through-the-line (TTL), award-winning marketing campaigns.
- Alignment of all campaign activities with DUT and DUT Business School brand guidelines
- Coordination of traditional, digital, and out-of-home marketing activities
- Campaign performance monitoring and monthly reporting
- Manage social media platforms





3.2 Multimedia Design and Creative Services

- Graphic design and artwork development for:
 - Conceptualize and development of artwork (Student recruitment campaign , Graduations, Events, Virtual events, Conferences and Expo's collateral design but not limited)
 - Digital marketing campaign
 - Social media platforms
 - Resize for print and online collateral (posters, flyers, brochures, banners)
 - Monthly website design updates
- Design and layout of quarterly newsletters, conference book of abstracts, and annual reports.
- Creative adaptation and resizing for various platforms
- Development of cover designs for basic video and motion graphic content as when required where required

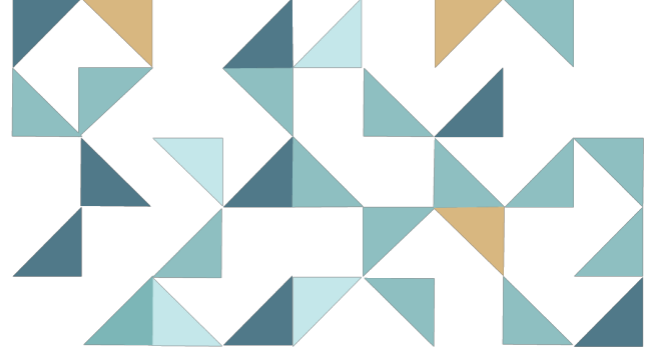
3.3 Out-of-Home (OOH) Media Buying

- Planning, designing artwork, sourcing, booking, and management of OOH advertising, including:
 - Billboards
 - Street pole advertising
 - Transit and related OOH platforms
- Site selection recommendations based on audience reach and campaign objectives
- Liaison with OOH suppliers and compliance with municipal and regulatory requirements
- Monitoring of campaign visibility and duration
- Provision of media schedules, proof of placement, and post-campaign reports
- Strict adherence to DUT Business School corporate identity standards

3.4 Digital Marketing and SEO Services

- Content Marketing
- Development and implementation of Search Engine Optimization (SEO) strategies
- Keyword research relevant to DUT Business School programmes and offerings
- On-page and off-page SEO optimization
- Website maintenance
- Website performance optimization to improve search rankings and visibility, drive traffic to the page
- Digital analytics, performance tracking, and reporting





- Continuous optimization recommendations

4. Deliverables

- Campaign concepts and execution plans
- Social media management
- Media plans, booking confirmations, and post-campaign reports
- Creative and multimedia assets in required formats
- Regular progress and status meetings and reports; SEO and digital performance reports
- Submission of monthly POE of work implemented for that month

5. Duration Of Services

The appointment is for a fixed period of 12 months, subject to DUT SCM processes and budget availability.

6. SERVICE PROVIDER REQUIREMENTS

Are as follows.

- Have proven experience in integrated through-the-line (TTL) marketing and media buying
- Demonstrate expertise in through-the-line (TTL) marketing, content marketing, digital marketing, out-of-home (OOH), and digital media planning and buying
- Provide a comprehensive portfolio of relevant work
- Be able to meet agreed turnaround times and demonstrate project management capability
- Be fully compliant with DUT Supply Chain Management (SCM) requirements

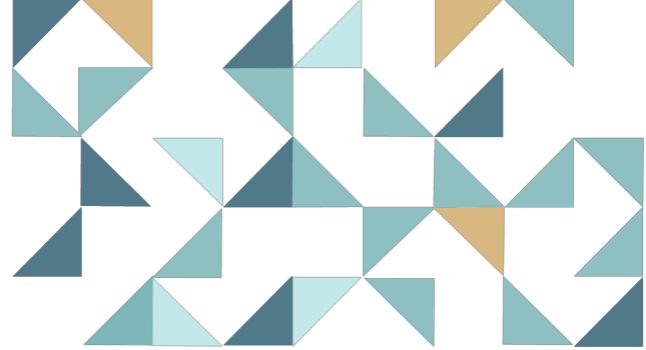
In addition:

- Submit a comprehensive 12-month integrated marketing strategy proposal for the DUT Business School. Please take note of communicate attached

The strategy must outline:

- Strategic marketing objectives aligned to brand growth and programme awareness
- Target audience segmentation and positioning approach
- Recommended TTL campaign framework
- Media strategy (including OOH, digital, and other relevant platforms)
- Digital marketing and SEO approach
- Proposed timelines and campaign phases
- Budget allocation rationale
- Measurement, monitoring, and reporting framework





The 12-month marketing strategy submission will also form part of the evaluation criteria, and the service provider must demonstrate strategic thinking, creativity, innovation, and alignment with the DUT Business School brand positioning.

Closing date and time for Submission	29 April 2026 @ 16h30pm
Enquiries relating to the request for quote may be addressed to the DUT contact person listed below:	
Technical Enquiries	
Name: Precious Zinhle Rashee E-mail: PreciousZ3@dut.ac.za (Monday to Friday) 8am – 4pm	