



DESIGNATION

(Lecturer)

Title & Name: Ms Colleen Lotz

Qualification & Institution: MTech Marketing (DUT)

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Campus: ML Sultan

Area of Expertise: Sport Marketing, Sport Management and Sport Media

Bio: Ms Lotz is currently a lecturer in the Department of Sport Studies and her research interest is in marketing and health and wellness. Her focus areas will look at various communities in South Africa who are undergoing rapid epidemiological, nutritional and demographic transition. These numerous changes have created an increasing burden of non-communicable diseases (NCD) and high levels of overweight individuals and obesity, and because of this, it is of utmost importance that physical activity and health promotion programs are carried out in the South African population to ensure that young adults are not affected.

Academic Interests: Sport Marketing and Health and Wellness

ResearchLinks:

https://www.researchgate.net/publication/46165769_Customer_service_quality_at_selected_commercial_health_and_fitness_centres_in_KwaZulu-Natal