

**marketing
communication
courses**



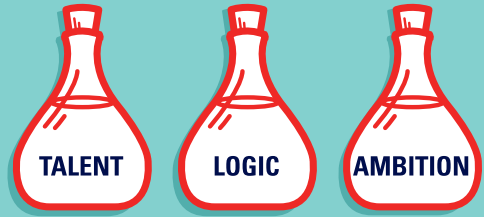
**aaa
school of
advertising**

birthplace of brilliant



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why study at aaa?

Rated as one of the top advertising and design colleges in the world by Lürzer's Archive.

Most awarded advertising school in Africa.

Qualifications are fully accredited by the CHE (Council on Higher Education).

Internationally accredited by the IAA – the International Advertising Association, NY, USA.

Owned by the ACA - the Association for Communication and Advertising.

Professionals from agencies and clients have direct interaction with the school and its students.

preparing students for exciting careers in the communications industry

The AAA educates and trains a limited number of talented students, giving them personal attention and moulding them 'one-on-one' for careers in advertising or marketing.

The AAA focuses on knowledge (theory) and application (practical skills).

why study marketing communication?

- exciting career opportunities in various fields
- growth potential for top performers
- excellent salary packages



what do you need to succeed?

- enjoy and thrive working under pressure
- time management
- good at working as a team and on your own
- think clearly, logically and laterally
- have a good sense of humour
- pride yourself on your staying power and the ability to see things through
- personal integrity

Qualifications offered in the Faculty of Marketing Communication

Bachelor of Arts in Marketing Communication (3 years)

fields of specialisation

1. Brand Management

The Brand Manager is the custodian of the brand in a marketing company, adding value to the company by building brands. This individual needs to be highly competent, proactive and have a thorough understanding of marketing, research, advertising and consumer behaviour.

2. Media Management

A Media Planner is someone with numerical and computer skills who identifies the optimum mix of media channels to deliver the advertising message to the right people within the client's budget.

3. Strategic Account Management

The Account Executive is the link between the client and everyone on the ad agency team. He/she ensures that the agency's objectives and values are represented and the account remains profitable. This individual will be a good organiser and a people's person.

4. Digital Media Marketing

The Digital Media marketer understands all the digital tools and how to design and integrate a digital media strategy with classical advertising tools. This individual will have new media knowledge and strategic thinking ability.



First Year

- Principles of Marketing
- Principles of Business Management
- Principles of Communication
- Research for Marketing Communication
- Marketing Communication Issues in Multi-cultural Markets
- Presentation and Writing Skills
- Global Marketing and Advertising

Second Year

- Practice of Marketing
- Entrepreneurship
- Consumer and Buyer Behaviour
- Integrated Marketing Communication (IMC)
- eMarketing
- Analytical and Financial Decision-making

Third Year

- Creativity and Problem Solving
- Marketing and Advertising Planning Process
- Advertising Production
- IMC Campaigns
- Specialisations:
 - Media Management or
 - Strategic Account Management or
 - Brand Management or
 - Digital Media Marketing
- Internship (Work Based Learning)

Classes

Mondays to Fridays 09h00 to 16h30.

Some modules are offered by advertising industry executives on weekday evenings and/or Saturday mornings.

SPECIALISATION

BRAND MANAGEMENT

STRATEGIC ACCOUNT MANAGEMENT

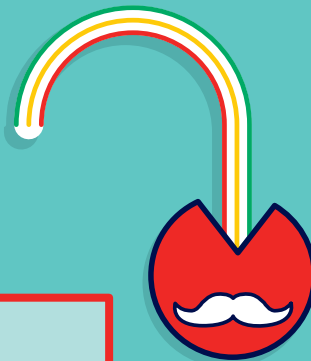
MEDIA MANAGEMENT

DIGITAL MEDIA MARKETING

During the final year, you will develop through four phases:

1. Phase One: MAPP

(Marketing and Advertising Planning Process) The dynamics of the marketing and advertising planning process are explored by means of sound strategic thinking and hands-on application. Students learn how to apply theory to a wide range of case studies.



2. Phase Two: Campaigns

Students are briefed by marketers to develop branding and communication strategies. They form groups simulating an ad agency, comprising strategy and creative students.



3. Phase Three: Specialisation

Students select at least one specialisation and undergo intensive training by lecturers and members of the advertising and marketing industries who have specialist knowledge and experience on the topic.

4. Phase Four: Guaranteed Internship

All graduate year students are placed on a structured and monitored 4-week internship within the advertising, media or marketing industry.

In many instances they are offered full-time employment.

Go to www.whyadvertising.co.za for an insight into careers in the advertising and marketing communications industry.

Admission Requirements

1. The following Admission Criteria will be used:

As a limited number of students are accepted in the various fields of study, programme specific entry requirements apply, over and above the general minimum admission requirements. These may include, inter alia (will vary by specialisation, see the relevant Application form):

- submission of information on:

- getting to know the applicant
- getting to understand how the applicant perceives advertising, and related issues
- examples of specific talent
- a personal interview
- an entrance examination

2. General minimum admission requirements

2.1 To be able to gain access to the Faculty of Marketing Communication programmes, applicants are required to have the appropriate combination of recognised NSC (National Senior Certificate) subjects as well as certain levels of achievement in matric in these subjects.

For a degree the minimum requirements are:

- NSC.
- at least 30% (2 APS) in the Language of Teaching.
- at least 50% (4 APS) in 4 recognised NSC 20 credit subjects.

2.2 Minimum entry requirements set out for studies as

legislated by the Department of Education does not guarantee an applicant admission to any of the AAA School of Advertising programmes.

2.3 Preliminary admission is granted on the results obtained in the mid-year Grade 12 examination or the final Grade 11 examination. Final admission is based primarily on the final Grade 12 results.

2.4 The right to add, withdraw or change any part or any requirement without prior notification, remains vested in the AAA School of Advertising.

3. How to calculate the Admission Points Score (APS)

APS Scale of Achievement	%
7	80 – 100
6	70 – 79
5	60 – 69
4	50 – 59
3	40 – 49
2	30 – 39
1	0 – 29

Note:

Life Orientation must be divided by 2 in the calculation of the final APS.

4. Admission requirements

Programme	Minimum APS	Group A					Group B
		Language of teaching	Other language	Maths	Maths literacy	Life orientation	Other 3 subjects
3-year BA in Marketing Communication NQF 7	24 (Mathematics) 25 (Maths Literacy)	4	4	3	4	4	4 for two subjects 3 for remaining subject

Note: Although it is not compulsory, it is recommended that Group B includes a commerce subject.

5. Recognition of Prior Learning

As per the RPL Policy, a select number of candidates may be considered for admission.

Fees

BA in Marketing Communication 2017 tuition fee: R 72 550.00.

Bank Details

Standard Bank

Randburg Branch

Account Name: AAA School of Advertising

Branch Code: 0180 05

Account Type: Cheque

Account Number: 220 387 915

Contact Person(s) with regard to accounts queries

(phone to arrange specific terms of payment):

Yvonne Gordon (Accounts)

Russell Cory (Financial Director)

Tel (011) 781 2772

Fax (011) 781 2797

Email yvonne@aaaschool.ac.za or russell@acasa.co.za

Student Support Services

Student support includes a resource centre, access to the internet, being monitored by Faculty Heads and Registrars, counselling help, student exhibitions (Showcase), industry contact and internships.



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Birthplace of brilliant

AAA School of Advertising (Pty) Ltd (Reg no. 1990/000371/07).
Registered with the Department of Education as a private higher
education institution under the Higher Education Act, 1997.
Registration certificate no. 2000/HE07/015

Submission deadline

Applications for the next academic year should be submitted to the Faculty Registrars by 31 October (Cape Town) and 30 November (Johannesburg).

Contact details

Randburg Campus

1st Floor ACA House, Bridge on Bond,
Cnr Bram Fischer Avenue & Bond Street
Kensington B, Randburg, 2194

Tel 011 781 2772

Fax 011 781 2796

Contact: Charmaine Lechuti
charmaine@aaaschool.ac.za

Cape Town Campus

AAA House, 6th Floor
112 Long Street
Cape Town, 8001

Tel 021 422 1800

Fax 021 422 1827

Contact: Dru Triegaardt
dru@aaaschool.ac.za

Website: www.aaaschool.ac.za