



2017 FOUNDATION PROGRAMME

Introduction

In 2017 the AAA School of Advertising is introducing a Foundation Programme that will provide students with a “bridge” so as to assist those whose matriculation results do not to allow them automatic access to the AAA degree courses.

This programme is primarily aimed at those who have matriculated with an APS score between 20 and 23 and a Bachelor’s degree endorsement or with an APS of 25 and above, with a Higher Certificate or Diploma endorsement. The assumption is that the reason for falling short of the required APS has little to do with the student’s intelligence, but rather is due to a lack of knowledge of study techniques, immaturity and lack of discipline, or an inability to afford extra lessons while at school, especially in some of the more difficult school subjects.

Upon successful completion of the Foundation Programme, students will then be admitted into an the first year degree programme offered during the second semester of 2017. Upon successfully meeting the requirements of the second semester the student can be admitted into the second year of the full time degree programme (BA- Marketing Communication).

Programme Outcomes

Upon completion of this programme, you will:

- Strengthen your study skills
- Improve your oral and written presentation and communication skills
- Have a fundamental knowledge of how business functions
- Understand the fundamentals of advertising and marketing communication
- Know how to complete tasks by working alone as well as in groups

Programme

The following modules make up the Foundation programme

Foundation Programme Modules
<ul style="list-style-type: none">• Fundamentals of Business Management and Numeracy• Life Skills/Language/Computer Skills• Principles of Marketing• Marketing Communication in Multicultural Markets• Presentation and Writing Skills

Timetable

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09h00 – 11h00	Fundamentals of Business Management and Numeracy	Computer Skills (Term 1 Only) Tutorial and Study Session (Term 2)	Life Skills/ Language/ Computer Skills	Marketing Communication in Multicultural Markets (with degree students)	Tutorial and Study Session
11h00 – 13h00	Tutorial and Study Session	Principles of Marketing	Life Skills/ Language/ Computer Skills	Principles of Marketing	Presentation and Writing Skills (with degree students)
14h00 – 16h00	Life Skills/ Language/ Computer Skills				

Articulation and Progression

The subjects/modules offered in the first semester are designed to provide the student with the necessary foundation and skills for study at a tertiary level. In addition, Foundation Programme students will study Principles of Marketing and Marketing Communication.

Any 'open' session/s in the timetable will be taken up by tutorials with the course tutor. Attendance of all lectures and tutorials/study sessions is compulsory.

On successful completion of the Foundation Programme, the student may be granted credits for the first year degree subjects provided that:

- He/she has passed all subjects each with a mark over 50%
- Has attended at least 80% of lectures and tutorial/study sessions.

Degree Programme

Upon successful completion of the Foundation Programme the student may be admitted to the degree programme. The student who successfully completes all the first-year degree modules, may be admitted into the second year of the full-time degree programme, according to the normal rules of progression. A student may only carry one non-core and one core module in order to progress to the following year.

Degree Programme Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09h00 – 11h00	Research for Communication (Fortnightly)	Research for Communication	Tutorial and Study Session	Marketing Communication in Multicultural Markets (with degree students)	Principles of Communication (fortnightly)
11h00 – 13h00	Business Management	Global Marketing	Principles of Communication	Tutorial and Study Session	Tutorial and Study Session

AAA Academic Calendar:

SEMESTER ONE		SEMESTER TWO	
TERM 1	TERM 2	TERM 3	TERM 4
6 March 2017 – 31 March 2017	18 April 2017 – 30 June 2017	24 July 2017 – 15 September 2017	26 September 2017 – 10 November 2017

Costs:

Tuition fees are as follows:

Semester 1 (Foundation Programme): R19 750

Semester 2: (BA: degree - Year 1) R49 850