



STRATEGIC MARKETING AND ADVERTISING PROGRAMME (SMAP)

The Strategic Marketing and Advertising Programme (SMAP) presented at the AAA School of Advertising (AAA) is aimed to equip graduates from other Institutions and people in the industry with the necessary knowledge and skills to function more effectively in the Marketing and Communication industry. You will develop the competencies required to face the various challenges with great levels of confidence and to start a career in the field of Marketing Communication. You can hone in on specialized skills with the AAA's variety of specializations namely Media Management, Strategic Account Planning, Brand Management and Digital Media Marketing.

Note: The SMAP course is not a SAQA accredited qualification, it is a career specific programme.

OUR INTEGRATED APPROACH

The international shift to Integrated Marketing Communication (IMC) increasingly demands those separated disciplines in the industry to work together to achieve more effective marketing communications campaigns. This synergy is possible only with individuals who are specialists in their respective fields and who understand the value of an integrated approach.

To this effect AAA offers full time training in various specializations by influential industry experts. Each module comprises a balance of theory by AAA Lecturers and practice by industry experts.

Our modules bridge the gap between previous studies or experience and the specific demands of the marketing communications industry.

WHO SHOULD ATTEND?

Graduates who wish to enter the industry, industry staff who wish to change direction in the industry, or broaden existing expertise as well as individuals that deal with the industry on behalf of their organization.

This programme is for you if you:

- are passionate about the ad industry
- enjoy working under pressure
- are able to manage and control large amounts of detail
- are pro-active; you make things happen and get them done on time
- are good at working with others
- have an inquiring mind and a good understanding of the industry
- are a clear, structured, creative and strategic thinker
- are highly competitive and enjoy rising to new challenges.

The marketing communications industry is definitely not for the timid, but for those who measure up!

INTERNATIONAL ACCREDITATION OF AAA

In addition to the direct links with the South African marketing and advertising industries, the AAA School is accredited by the International Advertising Association (IAA) – New York, USA.

THE NATURE OF THE INDUSTRY

Marketing communications is big business and it grows annually. Well-trained capable people demand and get good salary packages. Besides offering exciting career opportunities, the industry offers productive individuals dynamic growth potential.

PROGRAMME CONTENT

AAA offers the following full time modules on the SMAP programme:

1. Marketing and Advertising Planning Process (MAPP)

This module strategically focuses on IMC and all components in the planning of marketing and advertising strategies.

2. Creativity and Problem Solving

This module explores the various creative approaches used within the field of marketing communication. It also explores lateral thinking and encourages students to develop better creative and strategic thinking methods and approaches.

3. Advertising Production

This module focuses on production across all media – including Radio, Television and Print production.

4. IMC Campaigns

This module allows students to plan and execute campaigns, engage with the industry, where the key players in the industry brief the students on 'live' and real life campaigns. AAA simulates the ad agency environment where students work on real-life briefs and work in teams, consisting of an Account Executive, Strat Planner, Media Planner, Digital Planner, Copywriter, Art Director and Graphic Designer.

5. AAA's Career focused Modules (Electives)

Students have the option to specialize in one of the following in order to prepare for a career in advertising or marketing:

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.

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.

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 organizer and a people's person.

Digital Media Management

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.

Note: Learners can take a second specialization at an additional fee.

6. Work Based Learning

Students on the SMAP programme are expected to do a four week internship with an industry employer.

ADMISSION REQUIREMENTS

The following Admission Criteria will be used:

As a restricted 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 include, inter alia (will vary by specialisation; see the relevant Application form) :

- A relevant Degree or 3 year Diploma from another accredited tertiary institution; or a minimum of 3 years industry experience.
- Completion of an application form
- A personal interview
- An entrance examination (if necessary)

DURATION

The SMAP program is offered from January to December 2018 at AAA's campuses in Cape Town and Randburg. Contact classes will be Monday to Friday 09h00 – 16h00. Some evening and Saturday morning classes may be arranged where necessary. There will be breaks in March/April, June/July 2018.

CERTIFICATE OF COMPETENCE

On successful completion of the programme (i.e. attending the modules and passing all assessments) you will receive a programme certificate of competence from AAA School of Advertising.

NQF ALIGNMENT

This programme is accredited by the AAA (Registration certificate 2000/HE07/015). It is not a SAQA accredited, NQF aligned qualification but an Executive Training Short Course. AAA however deems it to be pitched at NQF Level 7.

FEES

2018 fees to be confirmed at the later stage

The fee for **2017** is R69 000, payable in full by 31 January 2017 (with a discount of 5%) or 50% by 31 January 2017 and 50% by 31 May 2017 (here no discount or interest will apply). If one of the above two payment options are not selected the outstanding tuition fees become a Student loan. You can then enter into an incidental credit agreement with the School to repay the loan from January to October 2017. Interest of 2% per month on the outstanding balance will be applicable, should you fail to make payments on the due date. Contact our financial director on (011) 781-2772 for more information or contact one of our Registrars.

DISCLAIMER

AAA reserves the right to change the programme, fees, dates, conditions and campus (depending on intake numbers).

For any further information contact:

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AAA SCHOOL OF ADVERTISING BANKING DETAILS:

Banking Details:

Bank : **Standard Bank**
Branch : **Randburg Branch**
Branch Code : **01 80 05**
Account Type : **Cheque Account**
Account No : **220 387 915**
Account Holder : **AAA School of Advertising (Pty) Ltd**

Contact Person (s) re account queries/payment options/payment plans:

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