



MEDIA RELEASE

January 2017

Low APS Score? Don't Stress!

Qualify to register for a AAA degree by completing the AAA Foundation Programme.

For learners who are talented but achieved matric results that don't reflect their true potential and capabilities, the AAA School of Advertising Foundation Programme is a preparatory course for admission into one of its 3-year BA degrees in Marketing Communication or Creative Brand Communication.

The AAA Foundation Programme is specifically designed for matriculants with a National Senior Certificate and an APS score of 20-23. Upon completion, learners will have had the opportunity to express their intellectual and creative capabilities sufficient for acceptance into a 3-year BA degree of their choice at the AAA.

The Programme essentially offers students the opportunity to bridge their learning and develop skills which will better prepare them to complete the BA Degree. A degree from the AAA provides the perfect springboard into the advertising profession as the institution provides students with more than just knowledge. Skills and practical experience form part of the curriculum which prepares students for the real world of advertising and communications.

Professor Krishna Govender, Executive Dean and Head of the AAA, explains: "The AAA School of Advertising is the Birthplace of Brilliant and through the AAA Foundation Programme, we aim to foster and nurture brilliant young minds who will be the next generation of advertising legends."

"We are very clear that in some cases, matric results and APS scores do not necessarily reflect the true capabilities of an individual. We prepare students for a creative profession, and have come up with a great solution for students looking to attain a degreed qualification. Their matric results should not stop them from pursuing their dream of entering the world of communications and advertising."

The AAA Foundation Programme content consists of Academic Literacy, Fundamentals of Communication and Life and Employment Skills. Additionally, the Marketing Communication track students will study Numeracy Skills for Marketing and Fundamentals of Business and Marketing. The Creative Brand Communication track students, will receive instruction on the Fundamentals of Design and Advertising.

The AAA Foundation Programme starts in February 2017 with students completing their courses in June 2017. The Programme will be offered at the Randburg and Cape Town campuses.

For more information contact:

Randburg Campus Registrar/s
Charmaine Lechuti
charmaine@aaaschool.ac.za or

(011) 781-2772

Trudie Diffenthal



trudie@aaaschool.ac.za or

(011) 781-2772

Cape Town Campus Registrar/s

Dru Triegaardt

dru@aaaschool.ac.za or (021) 422-1800

ENDS

Prepared for:

AAA School of Advertising

Odette van der Haar – Acting CEO

(011) 781 2772/3

Editorial contact

Franco D'Onofrio

Twiga Communications

Telephone No: (082) 443 4410/ (011) 024 3983

Email Address: franco@twigacommunications.co.za

More about AAA School of Advertising

The AAA has been owned by the ACA (Association for Communication and Advertising), the professional body of the industry since 1990. This means that we have access to advertising industry experts, our students interact with them, they lecture to us and we work on real life projects and campaigns with them.

The AAA School of Advertising is accredited by the South African Qualifications Authority (SAQA), International Advertising Association (IAA - New York, USA), Association for Communication and Advertising (ACA) and AMASA (Advertising Media Association of South Africa). The AAA is also registered by the CHE (Council on Higher Education) of the Department of Education as a PHEI (private higher education institution) under the Higher Education Act, 1997