

PROSPECTUS 2018



aaa
school of
advertising

Birthplace of Brilliant

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1. ABOUT THE AAA

The AAA School of Advertising was established in 1990 by the AAA (Association of Advertising Agencies) and it is still owned by the professional body of the advertising industry, which is now known as the Association for Communication and Advertising (ACA). The AAA School of Advertising is thus the official higher education institution for the South African advertising industry, with campuses in Johannesburg and Cape Town.

By virtue of being owned by the ACA, the AAA enjoys the support of the members in that it has access to a wealth of experts from the advertising industry. In addition, the AAA lecturers are respected academics and industry professionals, which results in our students receiving the most up-to-date, relevant tuition. Furthermore, guest speakers and hands-on participation by experts provide our students with the opportunity to interact with, and market themselves to advertising people in the industry who matter. Thus, long before graduating, our students can begin shaping their careers and, many final year students receive employment offers even before they write their final exams, or while serving their mandatory internships.

The AAA's approach to teaching advertising and marketing communication is totally integrated and incorporates the challenges of new technology and new media (e.g. digital and mobile media). Students are given real projects/campaigns to work on within simulated agency teams, which allows them to integrate theory with practice. Full-time final year students also participate in an internship (Work-based Learning) programme to experience the challenges of the advertising world.

The AAA is a creative buzz, since we believe in providing more than just knowledge, but also skills and practical experience as well. Potential is turned into achievement by encouraging creative exploration, while innovation is integral to the learning process. Excellence is both encouraged and expected, and each year the best creative work is entered for (and often wins) important local and international awards.

In 2017 the AAA celebrated 27 years of academic excellence, and by the end of 2017 the AAA had graduated more than 3 500 students, since its establishment.

LEGAL STATUS

AAA School of Advertising (Pty) Ltd is a private company whose Registration number is 1990/000371/07.

LANGUAGE POLICY

All tuition is conducted in English, although creating advertising in other languages is also encouraged.

MODE OF INSTRUCTION

All instruction is conducted through contact in lecture rooms or a design studio. One-on-one tuition (and mentoring) is a feature of the Faculty of Creative Brand Communication, and although independent research is often required, teamwork is also strongly encouraged so as to prepare graduates for the 'world of work'.

VISION

Together with the advertising agencies, design companies, media agencies and marketers, as strong partners, the AAA's vision is to set and maintain globally recognized standards for world class education and training of students wanting to enter the marketing communications and advertising industries, and to help the advertising industry to achieve its transformation objectives.

MISSION

To develop, liberate and fan the creative and lateral thinking energies within each and every student and to produce, via an integrated approach, graduates with the necessary knowledge and skills who can add value to any employer in the advertising and communication industries.

LEADERSHIP

The Executive Dean and Head, Prof Krishna Govender joined the AAA in 2016 with a wealth of knowledge, training and experience in education which spans 36 years, and includes teaching, lecturing, research, academic administration and leadership, both nationally and internationally. He holds the following qualifications: B Paed (Commerce); B Ed.; B Com Hons.; M Com; PhD. He specialized in marketing, more especially services marketing, and his doctoral studies at UCT focused on service quality. He has held professorships at the following institutions: Technikon Witwatersrand/ University of Johannesburg; Unisa; UKZN; and the School of Finance and Banking, Rwanda. His academic leadership positions have included: Academic Director (Unisa-SBL); Vice-Dean (WSU) and UKZN; Dean (Regenesys Business School); Executive Dean (UJ); Rector-SFB (Rwanda). He has been involved in accreditation and quality assurance at various institutions (nationally and internationally), and in CHE/SAQA/DHET related matters. A seasoned academic, Krishna has published over 105 papers in national and international reviewed journals, as well as delivered numerous papers at national and international conferences. Krishna has a passion for research, has successfully supervised and examined numerous masters and doctoral students. He is currently an Honorary Research Fellow and Professor at University of KwaZulu-Natal, and in 2016 he was recognized among the top 30 researchers at UKZN.

WHY CHOOSE THE AAA

1. Owned by the Advertising Industry

The AAA has been owned by the ACA (Association for Communication and Advertising), the professional body of the advertising industry, since 1990, which means that the AAA has access to advertising industry experts who regularly lecture and interact with our students. Our students also work on real life projects and campaigns with support from industry experts. These experts also assess our students' portfolios, which further helps to improve the quality of our students and graduates.

2. Career Focused

We equip young talent with the necessary knowledge, skills and attitude for a successful career in advertising and marketing communication.

Final year students are placed in the advertising industry for a four (4) week Work-based Learning (internship) programme, which increases their opportunity of being employed.

3. Accreditation and Registration

All our qualifications are accredited by the CHE (Council on Higher Education), and registered by SAQA (South African Qualifications Authority). We are also registered with DHET (Department of Higher Education and Training) as a PHEI (Private Higher Education Institution) for the qualifications shown on Certificate 2000/HE07/015.

4. International Accreditation

The AAA sets, maintains and promotes globally recognized standards for world-class education in advertising and marketing communication. We are the ONLY private academic institution in Africa accredited by the IAA (International Advertising Association), New York, USA, which means that our graduates ALSO receive an IAA Certificate.

5. Empowerment

The AAA endeavours to identify, recruit and educate talented youngsters from previously disadvantaged population groups for the advertising and marketing communications industry.

6. Small Classes

The AAA does not massify its academic offerings, and we therefore educate and train a limited number of talented students, give them personal attention and nurture them one-on-one for a career in advertising or marketing communication.

7. World Class

The AAA is the most awarded advertising school in South Africa. For the past four years, our students have been selected to participate in the L'Oréal competition in Paris.

2. CAMPUSES

JOHANNESBURG CAMPUS

The Braes Office Park
3 Eaton Road
Bryanston
2191

P.O. Box 2289
Parklands
2121

Tel: (011) 781 2771/2/3

Fax: (011) 781 2796

Web site: www.aaaschool.ac.za

GPS Coordinates: Latitude: -26.04663 Longitude: 28.02081

CAPE TOWN CAMPUS

6th Floor
AAA House
112 Long Street
Cape Town
8001

P.O. Box 3423
Cape Town
8000

Tel: (021) 422 1800

Fax: (021) 422 1827

Web site: www.aaaschool.ac.za

GPS Coordinates: Latitude -33; 55; 23 Longitude 18; 25; 06

3. QUALIFICATIONS

Depending on the demand and viability, part-time options are possible for all full-time qualifications. The following full-time career track qualifications are currently offered:

1. Bachelor of Arts in Marketing Communication: (3 years) (NQF7)
2. Bachelor of Arts in Creative Brand Communication: (3 years) (NQF7)
3. Diploma in Copywriting: (2 years) (NQF5)
(The above Diploma will only be offered until 31 December 2019).
4. Higher Certificate in Visual Communication: (1 year) (NQF5)
5. Higher Certificate in Marketing Communication: (1 year) (NQF5)
6. Diploma in Marketing Communication: (3 years) (NQF6).

4. NON-STATUTORY ACCREDITATION

The AAA is unique and is accredited by the following:

- International Advertising Association (IAA) (New York, United States of America)
- Association for Communications and Advertising (ACA)

5. ASSESSMENT, PROGRESSION AND CERTIFICATION

Students are subject to several formative and a summative assessment for each module, and a module is passed only if the student attains an average mark of at least 50%. In principle, a student cannot progress from one year to the next if he/she has not passed the core module/s. The student will receive the qualification on successfully complying with all the academic requirements relevant for the programme, and having paid all the fees.

6. ADMISSION REQUIREMENTS

6.1. General minimum admission requirements

Applicants are required to have the appropriate combination of recognized NSC (National Senior Certificate) subjects, as well as certain levels of achievement in matric in these subjects, as illustrated in table 6.2.

The minimum entry requirements set out for higher certificate/diploma/degree studies as legislated by the Department of Education & Training does not guarantee an applicant admission to any programme at the AAA. The matric certificate should indicate the relevant endorsement as the minimum criteria for example, Bachelors degree, Diploma or Higher Certificate.

Although provisional admission is granted on the results obtained in the Grade 12 mid-year examination or the Grade 11 final examinations, final admission is based solely on the Grade 12 final examination results.

The right to amend any admission requirement without prior notification, remains vested in the AAA.

Calculation of the APS (Admission Point Score) or admission points.

Note: Life Orientation score must be divided by 2 when calculating of the final 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

6.2 Admission requirements*

Qualification	Duration	NQF level	Minimum Admission Requirements
BA in Marketing Communication	3 years	7	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction 40% for Maths/Maths Literacy
Diploma in Marketing Communication	3 years	6	NSC with Diploma endorsement. APS: 20 Passed Maths/Maths Literacy
Higher Certificate in Marketing Communication	1 year	5	NSC with Higher Certificate endorsement. APS: 20 Passed Maths/Maths Literacy
BA in Creative Brand Communication	3 years	7	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction 40% for Maths/Maths Literacy
Diploma in Copywriting	2 years **	5	NSC with Diploma endorsement. APS: 20 60% for English/Language of Instruction AND a pass in Maths/Maths Literacy
Higher Certificate in Visual Communication	1 year	5	NSC with Higher Certificate endorsement. APS: 20 Passed Maths/Maths Literacy

* Mature Age Exemption: Candidates who have attempted matric/Grade 12, reached the age of 23 before or during the first year of Registration may be considered for admission. Work experience may also be considered.

** Graduates with a relevant degree and a language as major can be exempted from year 1, which will enable them to enrol for the 2nd year of the Diploma in Copywriting

6.3 How to Apply

Prospective students should download, complete and submit the Application Form which is available on the AAA website, or alternatively, contact one of our Registrars for an Application Form and if you require more information. A non-refundable application fee of R325-00 is required for each application.

Payments may be made by:

- EFT (please insert applicant's name as reference)
- Cash (at either of the two campuses)

- Cheque – payable to the AAA School of Advertising

The closing date for ALL applications is the end of November each year, and late applications will only be considered if the intake numbers have not been reached by 30th November of each year.

The application will be assessed and the applicant may be contacted for further assessments e.g. an entrance exam and personal interview. You will be notified in writing on the outcome of your application.

If you have any questions regarding the above qualifications, please contact the Campus Registrar on (011) 781-2772 in Johannesburg or on (021) 422 180 in Cape Town.

6.3.1 Selection Test

For the Diploma in Copywriting, selection will be based on any or ALL of the following:

- Assessment of the Copy Challenge
- Entrance exam and/or interview with the Faculty Registrar and Lecturer(s)
- A practical session, which will be held during November or December.

Applicants will be contacted approximately 7 days after the practical session to inform them of the outcome.

RECOGNITION OF PRIOR LEARNING/EXEMPTIONS/CREDITS

For the BA in Marketing Communication, a maximum of three modules in year one, and three in year two, will be exempted, based on similar modules passed at the requisite NQF level at a university/higher education institution.

With regard to Creative Brand Communication, applicants can apply for exemption of History of Graphic Design & Advertising, based on a similar NQF level module passed at a university/ higher education.

Graduates with relevant qualifications can apply for exemption from year one of the two year Diploma in Copywriting programme.

7. FEES AND PAYMENT OPTIONS

DIPLOMA IN COPYWRITING

First year	R 70 100.00
Second year	R 68 900.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 70 100.00</i>

BA IN MARKETING COMMUNICATION

First year	R 76 150.00
Second year	R 74 800.00
Third year	R 74 800.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 76 100.00</i>

BA IN CREATIVE BRAND COMMUNICATION

First year	R 78 300.00
Second year	R 76 850.00
Third year	R 76 850.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 78 300.00</i>

HIGHER CERTIFICATE IN VISUAL COMMUNICATION R41 500.00

HIGHER CERTIFICATE IN MARKETING COMMUNICATION R41 500.00

DIPLOMA IN MARKETING COMMUNICATION

First year R62 500.00

PAYMENT OPTIONS

Tuition fees are due and payable on 31 January each year. Fees can be paid as follows:

- In full by 31st January 2018 (a 5% discount is applicable)
- In two equal installments as follows:

First installment	50%	by 31st January 2018
Second installment	50%	by 31st May 2018

No interest is charged and no discount is granted in respect of this option.
- If one of the abovementioned payment options is not selected, the outstanding tuition fees become a student loan with the AAA. This is subject to an Incidental Credit Agreement Plan to repay the loan in full during the inclusive period of January to October 2018.
- Non-SA residents must pay the full tuition fee by 31 January 2018.

Note:

1. On written acceptance of the student to study at the AAA, a non-refundable payment of R9000.00 is required to secure admission. This amount must be paid by 31 January 2018 and it will be credited against your tuition fees, should you become a registered student.
2. Each year the AAA School Board will decide on any escalation of fees.
3. Non-payment of the tuition fees can result in deregistration as per our Enrolment Agreement.
4. Fees are not refunded in the case of cancellation of studies during the academic year.

8. ACADEMIC CALENDAR

The 2018 academic terms for both campuses are:

Term 1

29 January 2018 – 29 March 2018

Term 2

9 April 2018 – 29 June 2018

Term 3

23 July 2018 – 28 September 2018

Term 4

8 October 2018 – 7 December 2018

PUBLIC HOLIDAYS

01 Jan	New Year's Day
21 March	Human Rights Day
30 March	Good Friday
02 Apr	Family Day
27 April	Freedom Day
30 April	Holiday
1 May	Worker's Day
16 June	Youth Day
9 August	National Women's Day
24 September	Heritage Day

9. FACULTY OF MARKETING COMMUNICATION

Career options

1. Brand Management

A brand management career can be very rewarding as strong brands are pivotal for the economy of a country and for the organization, more importantly; a Brand Manager manages the company's assets, its brands. A strong brand increases ROI, profitability, and customer loyalty and sustains market advantage over its competitors. It is a reality that every business minded person understands Brand Management or the building blocks about the identity of a brand.

In most companies, the brand manager is responsible for the strategic management of the assigned brands in order to achieve business targets, which include awareness, competitive landscape, communication, associations, equity, spend, volume and penetration.

2. Media Management

Media management contains the functions of strategic management, media procurement management, production management, organizational management and it is a business administration discipline. If you are passionate about Media Planning and Media Buying you will need to identify the optimum mix of media channels to deliver the advertising message to the right people within your client's budget. This means understanding the target audience's media consumption and the media options.

3. Strategic Account Management

Companies adopting strategic account management achieve internal controllership, superior growth, profitability, increased ROI, customer loyalty, and strong beneficial long-term stakeholder relationships. Strategic account managers can ensure that an organization meets all the important criteria for customer satisfaction, including prompt delivery, accurate order fulfillment, rapid response to inquiries and efficient post-purchase service. In many companies, a good client base is very important as these relationships account for the revenue and economic growth.

4. Digital Media Marketer

The Digital Media Marketer will have comprehensive knowledge of digital media alternatives, their role in marketing communications, their strategic use and how to integrate these tools into a fully-fledged marketing campaign. This person will be techno savvy and will have a passion for new ideas and new technology.

9.1 Bachelor of Arts in Marketing Communication- NQF 7 (Full-Time)

Duration: 3 years

Curriculum					
1ST YEAR					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Marketing Communication 511	10	5	Marketing Communication 512	10	5
Marketing Management 511	10	5	Marketing Management 512	10	5
Business Management 511	10	5	Business Management 512	10	5
Market Research 511	10	5	Market Research 512	10	5
Information systems 511	10	5	Information systems 512	10	5
Fundamentals of Accounting 500	10	5	Presentation & Writing Skills	10	5
Total	60			60	

2nd YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Marketing Management 621	10	6	Marketing Management 622	10	6
Marketing Communications 621	10	6	Marketing Communications 622	10	6
Consumer Behaviour 621	10	6	Consumer Behaviour 622	10	6
Digital Marketing 621	10	6	Digital Marketing 622	10	6
Business Ethics 621	10	6	Business Ethics 622	10	6
Marketing Communication in Multicultural Markets	10	5	Advertising Production 600	10	6
Total	60			60	

3RD YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Marketing and Advertising Planning Process (MAPP) 731	15	7	Marketing and Advertising Planning Process (MAPP) 732	15	7
IMC Campaigns 731	10	7	IMC Campaigns 732	10	7
Digital Marketing 731	10	7	Digital Marketing 732	10	7
Brand Management 700	15	7	Media Management 700	10	7
International marketing 700	10	7	Work Integrated Learning -(WIL) 700	15	7
Total	60			60	

During the 3rd Year, you will develop through four phases:

- **Phase one: MAPP (Marketing and Advertising Planning Process)**

The dynamics of the marketing and advertising planning process in theory are provided and by means of sound strategic thinking and hands-on application. Practical brand/organizational experiences are integrated for a deeper industry understanding.

- **Phase two: Campaigns**

The purpose of this phase is to allow students to challenge their entrenched thought processes. This consists of a number of real life campaigns where strategy development, research, analytical and lateral thinking and creative executions are experienced within a simulated advertising agency environment.

- **Phase three: Specialisation**

This phase exposes students to the specializations available, namely Brand Management, Strategic Account Management, Media Management and Digital Media Marketing.

Every student is required to select at least one specialization, and they will undergo intensive training by lecturers and receive case study or briefs from industry experts of the advertising and marketing/communication industries in one or more of the specialization fields.

- **Phase four: Internship (Work-Based Learning)**

All final year students will embark on a compulsory structured and monitored four (4) week internship programme within the advertising, design, media marketing/communication industry.

9.2 Bachelor of Arts in Marketing Communication- NQF 7 (Part-Time)

Duration: 4 years

Curriculum Part-Time					
1ST YEAR					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Principles of Marketing	20	5	Presentation and Writing skills	10	5
Principles of Communication	20	5	Global Marketing & Advertising	10	5
Principles of Business Management	10	5	Marketing Communication Issues In Multicultural markets	20	5
Total	50			40	

2ND YEAR					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Research for marketing communication	20	5	Entrepreneurship	10	6
Practice of Marketing	20	6	Consumer Buyer Behaviour	20	6
			Advertising Production	10	6
Total	40			40	

3RD YEAR					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
e- Marketing	20	6	Integrated Marketing Communication	20	6
Analytical and Financial Decision Making	20	6	Creativity and Problem Solving	10	7
Total	40			30	

4TH YEAR					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Brand Management	10	7	Marketing & Advertising Planning Process (MAPP)	30	7
Digital Media Marketing	10	7	Integrated Marketing Campaigns	30	7
Media Management	10	7	Work Integrated Learning	20	7
Strategic Account Management	10	7			
Total	40			80	

9.3 Diploma in Marketing Communication (NQF 6)

Duration: 3 years, full-time and 4 years part-time

The programme is designed for people who want to pursue a career in the marketing and communications industry and enter the industry being work ready. It is a knowledge-based skills development programme of relevance to the industry, aimed at achieving the required competency for further workplace training or academic advancement.

In addition to providing fundamental discipline-specific knowledge, this programme will contribute to honing study, life and employment skills, which can ensure that the students are 'work ready' and easily employable.

Curriculum					
1ST YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Basic Numeracy for Marketing	20	5	Marketing Management 1	20	5
Academic Literacy	20	5	Business Management 1	20	5
Business Communication	20	5	Popular Culture and Ethics	10	5
Basic Computing for Marketers	10	5			
Total	70			50	

2ND YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Consumer Behaviour	20	5	Business Management 2	20	5
Marketing Communication	20	5	Marketing Management 2	20	5
Marketing Research	20	5	Digital Marketing	20	5
Total	60		Total	60	

3RD YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Marketing Management 3	20	6	Account Management	20	6
E-Marketing	20	6	Media Planning & Buying	20	6
Brands and Branding	20	6	Compulsory/WBL-WIL	20	6
Total	60		Total	60	

9.4 Higher Certificate in Marketing Communication (NQF 5)

Duration: 1 year, full-time and part-time

The programme is aimed at individuals who would like to enter the marketing and communications industry, and be able to perform basic marketing and communication functions. In addition to providing fundamental discipline-specific knowledge, this programme will contribute to honing study, life and employment skills, which can make up for the deficiencies of the schooling system.

Curriculum					
Semester 1			Semester 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Popular Culture and Ethics	20	5	Computing for Marketing	20	5
Marketing Fundamentals	10	5	Fundamentals of Business Management	10	5
Basic Numeracy for Marketing	20	5	Fundamentals of Business Communication	20	5
Academic Literacy	20	5			
Total	70			50	

9.5 Academic Staff:

Johannesburg Campus

Faculty Head: Gail Walters (MBA)

*Lecturer(s):

Eugene Mazodze (MBA)

Rayne McLeod (BA Hons)

Preston Mduli (BA Comm. Hons)

Cape Town Campus

Faculty Head: Wendy Monkley (MBA)

*Lecturer(s):

Nkosivile Welcome Madinga (M.Tech)

Cindy-Lee Pike (M. Tech)

Jaco Vorster (B. Tech Marketing)

*A number of part-time academic and industry experts are contracted to lecture specific modules or topics.

10. CREATIVE BRAND COMMUNICATION FACULTY

Career options

1. Art Direction

As an Art Director you will be directly involved in creating advertisements. Working in a team together with your copywriter, you will find out as much as you can about the particular product and conceptualise the campaign or commercial. Your specialized skills will come into play when executing the ads, as art directors are responsible for visual elements. Aspects such as the choice of imagery, layout, typography, etc. are of great importance. When working on a television spot, the drawing up of a storyboard becomes your challenge. After the client has accepted the work, you will play a crucial role in the final execution and production of the advertisements. To perform this job function you need to be a lateral thinker, an artist, a visualizer. Art Directors use their expertise in marketing and advertising in order to communicate their ideas in all media, whether digital, electronic, outdoor billboards or print.

2. Graphic Designer

Graphic Design is the art of communicating visually. A designer uses a toolkit of graphic elements, visuals, type and text, symbols, colour, texture etc., to create a distinctive design that communicates in an original and memorable way. Great design is not just pretty pictures but is relevant to the client's objective, the brand and its audience. The quest is to develop a comprehensive range of skills, both traditional and electronic, in order to bring creative ideas to life that inform, affect and persuade the defined target audience.

10.1 Bachelor of Arts in Creative Brand Communication (NQF 7)

Duration: 3 years full-time.

Curriculum					
1ST YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Principles of Illustration	10	5	History of art and advertising	10	5
Principles of Typography	10	5	Principles of Marketing	10	5
Art Direction 1 or Copywriting I	20	5	Art Direction or Principles of Applied Writing	20	5
Graphic Design 1 or Principles of Applied Writing	20	5	Graphic Design 1 or Principles of Applied Writing	20	5
Total	60			60	

2ND YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Art Direction 2 Or Graphic Design 2 Or Copywriting 2	30	6	Art Direction 2 Or Graphic Design 2 Or Copywriting 2	30	6
Computer Software for Creative Application	30	5	Consumer Behaviour	10	6
Marketing Comm. in Multicultural Markets	10	6	Photography in Visual Communication	10	5
Total	70			50	

3RD YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Art Direction 3 Or Graphic Design 3 Or Copywriting 3	30		Art Direction 3 Or Graphic Design 3 Or Copywriting 3	30	7
The Marketing and Advertising Planning Process (MAPP)	10	7	IMC campaigns	20	7
Advertising research	10	7	Work Integrated Learning	20	7
Total	50			70	

10.2 Diploma in Copywriting (NQF 5)

Duration: 2 years (1 year for university graduates who are exempted from year 1)

Career options

The term 'copy' refers to the text in advertisements. However, as a Copywriter your work will involve much more than writing the words. Ideas are what it's all about. With the Art Director as your partner (the creative team), your aim is to find the most creative and effective ways of developing not just print, TV and radio, but also digital media. In addition to excellent writing skills, you need the ability to think laterally, have an insatiable curiosity, a wide general knowledge and be an avid observer of people and the world around you. You will also need a thorough knowledge of TV and radio production, as well as the advertising and marketing communication process.

Curriculum					
1ST YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Copywriting 1	30		Copywriting 1	40	5
Principles of Marketing	10	5	Creative Writing	10	5
English for Lanaguage Proficiency	20	5	Marketing communciation issue in Multicultural Markets	10	5
			Presentation Skills	10	5
Pratical Projects	10		Pratical Projects	10	5
Total	70			80	

2ND YEAR					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Copywriting 2	40	5	Copywriting 2	40	5
Radio & Tv Production	10	5	Marketing & Advertising Planning Process	10	5
Intergrated Marketing Campaigns	20	5	Intergrated Marketing Campaigns	20	5
			Work Integrated Learning	40	5
Total	70			110	

Practical briefs

Copywriting students will work in teams with Art Directors and/or Graphic Designers on projects briefed and assessed not only internally, but also by people in the advertising industry.

Campaigns

Copywriters, Art directors and Graphic designers work with marketing students in teams (as simulated advertising agencies) on real brands, developing fully Integrated Marketing Communication campaigns. This is briefed in by and presented to advertising agencies and clients.

Work-Based Learning

All final year students embark on a structured and monitored four (4) week internship program within an advertising agency.

10.3 Higher Certificate in Visual Communication (NQF 5)

Duration: 1 year, full-time or part-time

Career Options

The programme is aimed at individuals who would like to enter the marketing and communications industry, and be employed in a small sized design or advertising agency, perform basic design and art direction functions. In addition to providing fundamental discipline-specific knowledge, this programme will contribute to honing study, life and employment skills, which can make up for the deficiencies of the school system.

CURRICULUM					
SEMESTER 1			SEMESTER 2		
MODULES	CREDITS	NQF LEVEL	MODULES	CREDITS	NQF LEVEL
Computing for Visual Communication	20	5	Fundamentals of Graphic Design	20	5
Drawing for Visual Communication	20	5	Fundamentals of Advertising	20	5
Academic Literacy	10	5	Fundamentals of Business Management	10	5
Basic Typography	10	5	Marketing Fundamentals	10	5
Total	60			60	

10.4 Academic Staff:

Johannesburg Campus

Faculty Head: Harry Kalmer (MA in Creative Writing)

*Lecturer(s):

Margaret Backhouse (B. Tech: Graphic Design)

Mia Roets (BA Information Design)

Jonah Munyi (B. Tech: Graphic Design)

Cape Town Campus

Faculty Head: Charles Maggs (MFA)

*Lecturer(s):

Lizelle De Villiers (BA)

Henriette Rademan (NHDHET)

Chantelle Arpesella (B Tech)

Ilse Muller (BA Visual Communication, PGCE)

Kevin Portellas (Diploma in Graphic Design & Web Design, NHD HET)

Amanda Speechly (BA)

Deirdre van Coller (BA)

*A number of part-time academic and industry experts are contracted to lecture specific modules or topics.

11. PART-TIME SHORT COURSES

Industry executives can equip themselves with advertising, design, copywriting, digital, media and marketing knowledge and skills via the AAA's part-time short courses offered in the evenings and on Saturday mornings. These courses vary and include two hour boot camps, workshops, five month modules, and the one year SMAP (Senior Marketing and Advertising Programme).

For more information on our part-time short courses, visit our website or call the Campus Registrars.

12. STUDENT ENROLMENT CONTRACT

TERMS AND CONDITIONS OF ENROLMENT
 AT THE AAA SCHOOL OF ADVERTISING (PTY) LTD
 (hereinafter referred to as “the AAA”)

PROVIDER CODE: CHED-1 EQQA ID: 621

STUDENT DETAILS

First name :
 Middle name(s) :
 Surname :
 Residential address i.e. Domicilium :
code:
 Postal address:
 code:

Province :

1	Western Cape	<input type="checkbox"/>
2	Eastern Cape	<input type="checkbox"/>
3	Northern Cape	<input type="checkbox"/>
4	Free State	<input type="checkbox"/>
5	Kwazulu/Natal	<input type="checkbox"/>

6	North West	<input type="checkbox"/>
7	Gauteng	<input type="checkbox"/>
8	Mpumalanga	<input type="checkbox"/>
9	Limpopo	<input type="checkbox"/>

Home telephone no : (.....)..... Cell no:
 E-mail address :
 I.D. Number :

(NB: attach certified copy of ID)

Passport number (if no RSA ID):

(NB: attach certified copy of Passport)

Department Of Home Affairs Study Permit :
 (If Foreign student) (NB: attach certified copy of study permit)

Date of Birth :
 Place of Birth :
 (Town & Province) :

Gender : Male Female

Ethnic Group : African Black Coloured Indian White

Nationality:

SA	South Africa	
SDC	SADC except SA	
ANG	Angola	
BOT	Botswana	
LES	Lesotho	
MAL	Malawi	
MAU	Mauritius	
MOZ	Mozambique	
NAM	Namibia	
SEY	Seychelles	
SWA	Swaziland	

TAN	Tanzania	
ZAI	Zaire	
ZAM	Zambia	
ZIM	Zimbabwe	
AIS	Asian Countries	
AUS	Australia Oceania Countries	
EUR	European Countries	
NOR	North American Countries	
SOU	South / Central American Countries	
ROA	Rest Of Africa	
OOO	Other	

Home language:

AFR	Afrikaans	
ENG	English	
NDE	IsiNdebele	
ZUL	IsiZulu	
SEP	sePedi	
XHO	IsiXhosa	

SES	seSotho	
SET	seTswana	
SWA	siSwati	
TSH	tshiVenda	
TSO	Tsonga	
OTH	Other	

Disability Status : No Yes

(If yes, please specify below)

01	Sight (Even With Glasses)	
02	Hearing (Even With H. Aid)	
03	Communication (Talk/Listen)	
04	Physical (Move/Stand Etc)	
05	Intellectual (Learn Etc)	

06	Emotional (Behav/Psych)	
07	Multiple	
09	Disabled But Unspecified	
N	None	
ET	Need Extra Time In Tests & Exams	

COURSE ENROLLED FOR (tick applicable box)

Jhb Cape Town

1. BA in Marketing Communication

- First Year
- Second Year
- Third Year

2. Diploma in Marketing Communication

- First Year

- Second Year
- Third Year

3. BA in Creative Brand Communication

- First Year
- Second Year
- Third Year

4. Diploma in Copywriting

- First Year
- Second Year

5. Higher Certificate in Visual Communication

-

6. Higher Certificate in Marketing Communication

-

PARENT/GUARDIAN DETAILS

	Father/Guardian	Mother/Guardian
Surname & Initials		
Id no.		
Date Of Birth		
Marital Status (Married, Divorced, Widowed, Single)		
Residential address (Domicilium)		
Postal address		
Fax no.		
Tel. no.		
Cell no.		
E-Mail		
Employer's Name		
Position held		
Postal Address of Employer		
Tax Reference no.		

Note:

1. A certified copy of the student's ID and academic qualifications must be attached to this enrolment agreement.
2. Non SA residents: A certified copy of the Study Permit must be attached.
3. If fees are paid by parent/guardian or third party person: certified copy of that person's ID must be attached to this enrolment agreement.
4. If fees are paid by a company, confirmation of this is required on a signed letterhead
5. A copy of the application for exemption(s) (if applicable) must be attached.

2. GENERAL

- 2.1. The Student shall at all times comply with the policy of the AAA as set out in the prospectus in the Student constitution, as amended from time to time, the contents of which the Student hereby confirms to have read and understood, and with any/all rules and regulations as may be laid down by the relevant faculty or the AAA from time to time, which also form part of this agreement.
- 2.2. For the purposes of this agreement "Student" shall mean or denote the Student as under Student details above and/or the parent/guardian as under parent/guardian details above as the case may be and unless the context clearly indicates otherwise.
- 2.3. The Student shall at all times maintain a high standard of behaviour and academic diligence and shall not conduct him/herself in a manner which causes prejudice to or brings the name of the AAA into disrepute.
- 2.4. In order to meet examination entry requirements, the AAA reserves the right to monitor the attendance of the Student. Absence due to injury or illness will require submission of a medical certificate. Absence due to other reasons require submission of a sworn affidavit or letter from the parents / guardian / employer. Students must attend at least 80% of all classes, per module as well as for the whole course.
- 2.5. The Student hereby accepts responsibility for the replacement or repair of any damage or loss caused by the Student to the property of the AAA.
- 2.6. The Student shall at all times comply with his/her financial obligations to the AAA in accordance with the provisions of this agreement.
- 2.7. The Student shall participate in all activities of the AAA inclusive of external visits which may take place from time to time and such participation shall be at his/her own risk. The AAA shall not be held liable for any injury or other damage sustained by the Student in the course of such participation. The Student hereby indemnifies the AAA against any claim in this regard.
- 2.8. The AAA will not be held responsible for any loss or damage, whether to person or property, from any cause whatsoever arising whilst on the campus of the AAA.
- 2.9. The Student hereby confirms that he/she is in a state of good mental health and that full disclosure of any conditions/disease/handicap of the Student shall be made to the AAA immediately upon the Student/guardian becoming aware of same. The AAA shall treat any such disclosure as being confidential. Should the Student need extra time to complete tests

and examinations the Student should apply for this in the beginning of the year. Consult the relevant Registrar for this formal application.

- 2.10. All/any work originated and/or undertaken by the Student during the period of his/her registration at the AAA and all/any intellectual property rights related thereto shall be the property of the AAA and the Student hereby cedes all his/her rights, title and interest in and to such work and such aforesaid intellectual property rights to the AAA. The AAA reserves the right to cede, reassign or otherwise deal with these rights at its discretion.
- 2.11. The Executive Dean and Head or the respective faculty heads retain the right to change the curricula and/or extend the periods of theoretical or practical tuition beyond the formal tuition hours of the AAA whether or not such changes may be required by CHE, SAQA or NQF. The Student hereby undertakes to abide by and comply with such extensions as aforesaid. The AAA also reserves the right not to offer a particular module(s) in an academic year.
- 2.12. A qualification related to the successful completion of any course by the Student shall only be awarded to a Student who has met the required academic standard and assessment criteria of the AAA and who has also fulfilled all his/her financial obligations in terms of this enrolment agreement. In accordance with the above, the AAA expressly reserves its right, in its sole discretion, to withhold conferring any such qualification until all the financial obligations referred to have been properly fulfilled.
- 2.13. The AAA may use any means to verify the information contained in this agreement. The Student and/or parent/guardian hereby authorises the AAA to verify and or all information and grants the AAA authority to obtain such information. The Student and/or parent/guardian expressly acknowledge that this acquisition of information is not an infringement of the fundamental rights on the Student.
- 2.14. Annexures to this agreement completed and signed by and on behalf of the student forms part of this agreement.

3. PAYMENT OF TUITION FEES (SEE SCHEDULES A, B, C & D)

3.1 Tuition fees payable by the Student are set out in the schedule of fees as contained in "Schedule A" and which forms part of this contract.

3.2 Tuition fees are due and payable on 31 January each year. Fees can be paid as follows:

Option one: payment in full by 31st January 2018 (a 5% discount is applicable)

Option two: payment in two equal instalments:

First instalment - 50% by 31st January 2018

Second instalment - 50% by 31st May 2018

No interest is charged and no discount is given in respect of this payment option.

Option three: Incidental Credit Agreement Payment Plan (Refer Schedules C & D which form part of this contract)

If one of the above payment options is not selected, the outstanding tuition fees become a student loan with the AAA that is subject to an Incidental Credit Agreement Payment Plan to repay the loan in full during the inclusive period of January to October 2018.

Note:

1. On written acceptance of the Student to study at the AAA School, a non-refundable payment of R9000-00, is required to secure your admission. The final date for this amount to be paid is 31 January 2018. This payment is part of the total tuition fee and will be credited to the tuition fee account once all enrolment formalities have been completed.
2. Each year the AAA School Board will decide on an escalation of fees.
3. Non payment of the tuition fees can result in deregistration as per change 4.2
4. Non SA residents: the full tuition fee is payable by 31 January 2018.
5. Fees are not refunded in the case of deregistration during the academic year.

- 3.3 The AAA shall be entitled to demand that the Student furnish the AAA with an appropriate suretyship from a person/persons acceptable to the AAA or with such other form of security as the AAA may reasonably require for the due fulfilment by the Student of his/her financial obligations in terms of this agreement and any acceptance by the AAA of this enrolment agreement shall be conditional upon the furnishing of such suretyship and/or other form of security.
- 3.4 In the event of any default by the Student or parent of any provision of this agreement, the Student or parent hereby consents and authorises the AAA to furnish the name, credit record and repayment history of the Student or parent to any credit bureau as a delinquent debtor.

4. BREACH

- 4.1 It is agreed that the AAA will render an account for payment of any fees due by the Student. Should a Student fail to pay any fees timeously, the AAA shall be entitled to charge the student incidental credit interest at a rate of 2% per month. The AAA shall furthermore be entitled, at its election, to cancel the agreement as set out in clause 4.2, and institute legal action against the Student for the recovery of the full outstanding balance.
Furthermore, the Student will be held liable for any/all charges, including reasonable administration charges incurred by the AAA and any/all legal costs or collection fees incurred, such to be calculated on the scale as between attorney and own client, and related to any breach by such Student of his/her obligations in terms of the agreement.
- 4.2 In the event of the non-payment of any monies due in terms of this agreement or in the event of the Student remaining in breach of any of the provisions of the agreement despite seven (7) days written notice of the breach then, and notwithstanding anything to the contrary contained herein, the AAA shall be entitled to cancel this agreement and to terminate the Student's registration as a Student of the AAA. In the event of such cancellation and without prejudice to any further claim for damages that the AAA may have, the AAA shall be entitled to retain all monies paid in terms of this enrolment agreement and to claim payment from the Student for the balance of tuition fees due. Upon such cancellation the student loses the right of access to the AAA premises and should vacate the premises as soon as reasonably possible.

5. DOMICILIUM AND NOTICES

- 5.1 The parties choose domicilium citandi et executandi for all purposes under this agreement at the physical address set forth in this agreement.
- 5.2 Any notice given under this agreement shall:
 - 5.2.1. Be in writing
 - 5.2.2. Be given to the parties at the address referred to in sub-paragraph 1 above;
 - 5.2.3. If sent by registered post be deemed, unless the contrary is proved, to have been

received within five (5) business days after the date on which it was posted.

5.2.4. If sent by email, on the date recorded by sending computer, unless there is conclusive evidence by the receiver that it was delivered at a different time and date.

5.3 The parties shall be entitled to change their address at any time to any other address in the Republic by giving the parties seven (7) days written notice to that effect.

6. NON VARIATION CLAUSE

6.1. No warranty or representation express or implied or variation of this agreement shall affect the terms hereof unless such warranty of such representation or variation shall be reduced to writing under the hands of the parties hereto.

6.2. The terms of this agreement shall novate, cancel and supersede the terms and conditions of all prior negotiations, documents, letter or verbal communications between the parties hereto with the intent and purpose that the terms and conditions hereof shall be deemed to constitute the sole memorial of the agreement between the parties.

This agreement done and signed on the day of 20....
at

Student: Assisted by:

Parent/Guardian:
(in the case where the Student is a minor)

This agreement done and signed on the day of 20....
at

Registrar:

Witness:

“Schedule A”

SCHEDULE OF FEES FOR 2018

DIPLOMA IN COPYWRITING

First year	R 70 100.00
Second year	R 68 900.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 70 100.00</i>

BA IN MARKETING COMMUNICATION

First year	R 76 150.00
Second year	R 74 800.00
Third year	R 74 800.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 76 100.00</i>

BA IN CREATIVE BRAND COMMUNICATION

First year	R 78 300.00
Second year	R 76 850.00
Third year	R 76 850.00
<i>Note: New Students joining in 2nd year will pay</i>	<i>R 78 300.00</i>

HIGHER CERTIFICATE IN VISUAL COMMUNICATION R41 500.00

HIGHER CERTIFICATE IN MARKETING COMMUNICATION R41 500.00

DIPLOMA IN MARKETING COMMUNICATION

First year R62 500.00

“Schedule B”

SECTION A TO BE COMPLETED AND SIGNED BY ALL RELEVANT PARTIES IF THE STUDENT IS A MINOR (UNDER 18).

SECTION A (IF STUDENT IS A MINOR)

I (Name of Student)

Id no:Of (address)

...

1. Acknowledge that I have read the contract and understand the terms and provisions thereof and I hereby confirm that no representations as to its contents and/or provisions were made by the AAA or any of its officers and/or employees.
2. Hereby elects the following payment option for the payment of all scheduled fees in terms of “schedule A”, which forms part of this contract:

Option one : Payment in full by 31/01/2018

Option two : Two equal instalments

Option three Incidental credit agreement payment plan

Note: Non-SA residents may only select Option one.

.....
Student Witness Date

The Student, is hereby duly assisted by a parent or guardian

I (name) ID no:

Of (address)

Tel: (h) (w) (cell no).....

Who hereby:

1. Warrants that he/she is the parent/guardian of the Student;
2. Binds himself/herself hereby as surety and principal co-debtor for the payment of any amount owed by the Student and/or any liability of the Student of whatever nature in terms of this contract;
3. Hereby renounces the benefits of excussion, division and cession;
4. Chooses the above address as domicilium citandi et executandi;
5. Confirms that he/she has read the contract and understands the terms and provisions thereof and hereby confirms that no representations as to its contents and/or provisions were made by the AAA or any of its officers and/or employees.

.....
Parent/Guardian Witness Date

.....
Spouse of parent/guardian Witness Date
If married in community of property

SECTION B TO BE COMPLETED AND SIGNED BY ALL RELEVANT PARTIES IF THE STUDENT IS NOT A MINOR (18 YEARS AND OLDER).

SECTION B (IF STUDENT IS NOT A MINOR)

I (Name of Student)

Id no:Of (address)

- ...
1. Acknowledge that I have read the contract and understand the terms and provisions thereof and I hereby confirm that no representations as to its contents and/or provisions were made by the AAA or any of its officers and/or employees.
 2. Hereby elects the following payment option for the payment of all scheduled fees in terms of "schedule A", which forms part of this contract:

- | | | |
|--------------|--|--------------------------|
| Option one : | Payment in full by 31/01/2018 | <input type="checkbox"/> |
| Option two : | Two equal instalments | <input type="checkbox"/> |
| Option three | Incidental credit agreement payment plan | <input type="checkbox"/> |

Note: Non-SA residents may only select Option one.

.....
 Student Witness Date

Suretyship

I (name) ID no:
 Of (address)
 Tel: (h) (w) (cellno).....

Hereby:

1. Binds himself/herself hereby as surety and principal co-debtor for the payment of any amount owed by the Student and/or any liability of the Student of whatever nature in terms of this contract;
2. Hereby renounces the benefits of excussion, division and cession;
3. Chooses the above address as domicilium citandi et executandi;
4. Confirms that he/she has read the contract and understands the terms and provisions thereof and hereby confirms that no representations as to its contents and/or provisions were made by the AAA or any of its officers and/or employees.

.....
 Parent/Guardian Witness Date

.....
 Spouse of parent/guardian Witness Date
 If married in community of property

“Schedule C”

**STUDENT LOAN
 INCIDENTAL CREDIT AGREEMENT PAYMENT PLAN
 ALL RETURNING STUDENTS – 2018**

COURSE	Non-refundable payment on acceptance	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	TOTAL
DIPLOMA IN COPYWRITING											
2nd Year	9 000	19 000	5 400	5 400	5 400	5 400	5 400	5 400	5 400	5 400	71 200
BA IN MARKETING COMMUNICATION											
2nd Year	9 000	20 000	6 080	6 080	6 080	6 080	6 080	6 080	6 080	6 080	77 640
3rd Year	9 000	20 000	6 080	6 080	6 080	6 080	6 080	6 080	6 080	6 080	77 640
BA IN CREATIVE BRAND COMMUNICATION											
2nd Year	9 000	20 000	6 375	6 375	6 375	6 375	6 375	6 375	6 375	6 375	80 000
3rd Year	9 000	20 000	6 375	6 375	6 375	6 375	6 375	6 375	6 375	6 375	80 000

"Schedule D"

**STUDENT LOAN - INCIDENTAL CREDIT AGREEMENT REPAYMENT PLAN
ALL NEW STUDENTS – 2018**

COURSE	Non-refundable payment on acceptance	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	TOTAL
DIPLOMA IN COPYWRITING											
1st Year	9 000	19 000	5 275	5 585	5 585	5 585	5 585	5 585	5 585	5 585	72 680
2nd Year	9 000	19 000	5 585	5 585	5 585	5 585	5 585	5 585	5 585	5 585	72 680
BA IN MARKETING COMMUNICATION											
1st Year	9 000	20 000	6 240	6 240	6 240	6 240	6 240	6 240	6 240	6 240	78 920
2nd Year	9 000	20 000	6 240	6 240	6 240	6 240	6 240	6 240	6 240	6 240	78 920
3rd Year	9 000	20 000	6 240	6 240	6 240	6 240	6 240	6 240	6 240	6 240	78 920
BA IN CREATIVE BRAND COMMUNICATION											
1st Year	9 000	19 000	6 650	6 650	6 650	6 650	6 650	6 650	6 650	6 650	81 200
2nd Year	9 000	19 000	6 650	6 650	6 650	6 650	6 650	6 650	6 650	6 650	81 200
3rd Year	9 000	19 000	6 650	6 650	6 650	6 650	6 650	6 650	6 650	6 650	81 200
DIPLOMA IN MARKETING COMMUNICATION											
1st Year	9 000	16 000	4 950	4 950	4 950	4 950	4 950	4 950	4 950	4 950	64 600
HIGHER CERTIFICATE IN VISUAL COMMUNICATION											
1st Year	9 000	6 000	3 500	3 500	3 500	3 500	3 500	3 500	3 500	3 500	43 000
HIGHER CERTIFICATE IN MARKETING COMMUNICATION											
1st Year	9 000	6 000	3 500	3 500	3 500	3 500	3 500	3 500	3 500	3 500	43 000

PAYMENT INFORMATION

1. Bank details:

BANK	:	Standard Bank
BRANCH	:	Randburg
ACCOUNT NAME	:	AAA School of Advertising (Pty) Ltd
ACCOUNT TYPE	:	Current Account
ACCOUNT NUMBER	:	220 387 915
BRANCH CODE	:	01 8 005
REFERENCE	:	NAME & SURNAME OR STUDENT NUMBER

2. Payments may be made by either:

- Cash
- Cheque
- Credit cards
- Direct bank deposit
- EFT

NB: receipts will only be issued for cash payments

3. Payment Reference

For EFT & Direct Bank deposits it is essential to quote the students number or name & surname as the reference

4. Account queries:

Johannesburg and Cape Town campus: ria@aaaschool.ac.za

13. STUDENT SUPPORT SERVICES

Student support includes a Resource Centre, access to the internet via wi-fi and LAN, and one-on-one counselling by the Registrars and Faculty Heads.

13.1 Policy for students with Disabilities

AAA School of Advertising (Pty) Ltd does not discriminate against any student(s) on the ground of disability.

Our policy is to welcome students with disabilities and find practical ways to accommodate their special needs.

13.2 Student Financial Aid

The AAA School of Advertising depends on industry sponsors to fund bursaries thus the number of bursaries awarded is very limited. The AAA actively and aggressively pursues “trade” partnerships with key industry role players whereby bursaries are provided via a trade exchange arrangement.

14. PARTNERSHIP AGREEMENTS

Currently there are no Higher Education Partnership agreements.

15. MANAGEMENT AND GOVERNANCE OF THE AAA

DIRECTORS

Marella O'Reilly (Chairperson)
Krishna Govender (Executive Dean and Head)
Odette van der Haar (ACA CEO)
Russell Cory (CFO)
Enver Groenewald

EXECUTIVE DEAN AND HEAD

Prof Krishna Govender (B.Paed Com; B Ed; B Com Hons; M Com; PhD)

FACULTY HEADS

Johannesburg Campus
Gail Walters (Marketing Communication)
Harry Kalmer (Creative Brand Communication)

Cape Town Campus
Wendy Monkley (Marketing Communication)
Charles Maggs (Creative Brand Communication)

FINANCIAL DIRECTOR/COMPANY SECRETARY

Russell Cory

CAMPUS ADMINISTRATOR (CAPE TOWN CAMPUS)

Anele Ndiki

FACILITIES MANAGER (JOHANNESBURG CAMPUS)

Desmond Tlhagane

16. STUDENT CONSTITUTION

1. SUBMISSION TO RULES

By signing the AAA's registration form or enrollment agreement, the student subjects himself/herself to the rules and constitution of the AAA.

2. FOLLOWING OF RULES

- 2.1 All staff members share responsibility to ensure that students follow the rules of the AAA
- 2.2 The AAA has a Disciplinary Committee consisting of, inter alia
 - Faculty Head – The Executive Dean and Head appoints one of them as Chairperson
 - The Chairperson of the Student Representative Council or another member of the Executive Committee of the Student Representative Council.
- 2.3 Formal disciplinary measures may be implemented by the Executive Dean and Head or the Disciplinary Committee.

3. CONDUCT

A student must:

- 3.1 conduct himself/herself at all times in such a way that the AAA is not discredited, and the order and discipline at the AAA is not affected detrimentally;
- 3.2 refrain from undisciplined or violent conduct towards academic or administrative staff and educational equipment and facilities;
- 3.3 refrain from smoking within the entire internal precincts of the AAA and in any other place where smoking is prohibited by the AAA;
- 3.4 A student must respect the humanity of a fellow student at all times irrespective of race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language and birth. Acknowledges the importance of respect for human dignity in a multi-cultural society and undertakes and agrees not to impair in whatever manner through express action or conduct or in whatever medium, electronic or otherwise, and whether it is open to the public or not, the human dignity of fellow students and /or visitors to or of the AAA on the basis of, inter-alia, race, gender, sex, pregnancy, marital status, ethnic or social origin, skin colour, sexual orientation, disability, religion, conscience, belief, culture, language, or birth or make reference thereto in a manner or way that could be understood or interpreted to be an impairment of human dignity on any of those or any other grounds.

4. TRANSGRESSIONS

A student transgresses if he/she:

- 4.1 organises student action or participates in such action which may interfere with the academic work of other students, or the functioning of the AAA
- 4.2 damages or destroys AAA buildings or property purposely or negligently, or removes any property without permission
- 4.3 handles a firearm or dangerous weapon on campus or has it in his/her possession without permission from the AAA
- 4.4 Alcohol
 - 4.4.1 without permission of the AA brings alcohols on the AAA grounds or campus
 - 4.4.2 abuses alcohol on the AAA grounds or campus
 - 4.4.3 uses or possesses alcohol without the permission of the AAA or lecturer in charge of an

official AAA function, tour or excursion

4.4.4 Uses alcohol in an improper manner as a result of which he/she

- embarrasses another person
- is guilty of misconduct
- is under the influence of alcohol

4.5 Drugs

brings, sells, uses or possesses drugs illegally on the AAA campus or during an official AAA function, tour or excursion, or is under the influence of drugs in any of the aforementioned places

4.6 Examinations/Tests

4.6.1 contravenes the regulations and policies which refer to plagiarism in assignments, the control of examinations and class tests

4.6.2 helps or tries to help another student or obtains help from another student, or tries to obtain help from another student or obtains help from any written information or tries to obtain help from any document except a document which is expressly permitted by the invigilator or the lecturer concerned, during a class test or examination

4.6.3 if he/she includes a considerable section of essentially unchanged excerpts from the assignment of another student, or from another source without recognition of the source and of the extent of his inclusion in any written assignment which is handed in to a lecturer for evaluation. Normally, it is required that an assignment must be the independent work of a student in terms of its preparation and formulation. Co-operation between students with the preparation of assignments, is however permissible and may even be advisable unless the lecturer has expressly forbidden it. In all circumstances the formulation of an assignment must be the independent work of each student

4.6.4 assists another student in committing a transgression

4.7 Demonstrations

4.7.1 organises or participates in any demonstrations or similar meetings in any place without permission from the AAA.

4.8 Fraud/Theft

4.8.1 commits fraud or theft or any other action of which dishonesty is an element

4.8.2 obtains access to or attempts to gain access to the AAA's data files to which he/she should not have access through the unauthorised use of computers

4.8.3 downloads music, videos, movies etc. without permission or contravention of copyright regulations

4.9 Poor academic performance

4.9.1 does not attend the required number of classes (i.e. 80% of all classes)

4.9.2 arrives late for classes

4.9.3 misses deadlines

4.9.4 misses prescribed work, teamwork, class tests or examinations.

The AAA may allocate marks for academic performance and/or may refuse a student entry to the year-end examinations/evaluations based on poor academic performance.

4.10 Other

- 4.10.1 intimidates a fellow student or the AAA's staff member for whatever purpose or participates in any act deemed to be intimidating
- 4.10.2 imports any computer programme onto any AAA computer without permission
- 4.10.3 abuses the AAA's internet facilities
- 4.10.4 is in possession of any AAA keys without permission
- 4.10.5 gains unauthorised access to the AAA campus

Note: When the AAA's Disciplinary Committee has to approve any action in terms of this article, the following factors must be taken into consideration:

- a student's right to freedom of speech
- to what extent the activity concerned can be detrimental to the image of the AAA
- to what extent the particular action can cause damage or inconvenience to other persons
- to what extent the action can affect the teaching and training process positively or negatively

5. DISCIPLINE

5.1 The Disciplinary Committee may impose one or more of the following punishments:

- 5.1.1 Temporary or permanent expulsion from the AAA
- 5.1.2 Imposition of a maximum fine of one thousand rand
- 5.1.3 Cancellation of test, assignment or examination results, or of registration of a particular course
- 5.1.4 Refusing entrance to an examination
- 5.1.5 Claiming of any amount which may be deemed sufficient to compensate for any damage, loss or costs to the AAA or any other person or body
- 5.1.6 Cessation of any privileges of a student as a member of the AAA
- 5.1.7 Imposition of a specific task
- 5.1.8 Any other punishment which the disciplinary committee may deem fit in the circumstances
- 5.1.9 Any punishment imposed by the Disciplinary Committee must be confirmed by the Executive Dean & Head or in his/her absence by another member of the AAA's Board
- 5.1.10 In the case of poor academic performance (see 4.9) a student shall receive two warnings signed by the lecturer concerned, thereafter the student shall have a meeting with the Faculty Head. At this stage the parents/ guardian/ bursary provider shall be notified and a meeting between the Faculty Head or Executive Dean & Head and the parent(s)/guardian may be called.

6. CERTIFICATE OF PROPER CONDUCT

Before a student is admitted from another South African public or Private Institution of Higher Learning, he/she is required to submit a certificate of proper conduct, and a complete, official academic record.

7. ATTENDANCE OF LECTURES

7.1 Students must attend lectures, guest lectures, seminars, team sessions, tutorials, practicals and excursions to the satisfaction of the lecturer(s) and/or Faculty Head (see

4.9.1)

7.2 Students arriving more than 5 minutes late will not be permitted to enter the lecture hall, meeting room or creative studio until the session is over.

8. PRESCRIBED WORK

A student must do all the prescribed work; write all class tests and examinations.

9. BAN ON INITIATION AND RAIDS

Initiation and raids in any form whatsoever are forbidden at the AAA.

Interference with first year students in an organised or individual form at any time, or direct or indirect physical abuse, or any form of psychological harm or humiliation of a first year student, is a serious transgression.

10. RECOGNITION OF STUDENT ORGANISATIONS AND STUDENT CLUBS BY THE STUDENT REPRESENTATIVE COUNCIL

Before a student organisation or student club (e.g. sport, cultural etc.) may function at the AAA, it must be recognised by the Student Representative Council and approved by the Executive Dean & Head of the AAA. The constitution and regulations for all student organisations at the AAA are subject to approval by the Student Representative Council and the AAA. This approval may be revoked under certain circumstances as determined by the AAA.

11. USE OF NOTICE BOARDS, HOLDING OF MEETINGS AND FUNCTIONS AND THE DISTRIBUTION OF PUBLICATIONS

11.1 Students or student bodies may only use notice boards and hold meetings or functions on the AAA campus with the permission of the Student Representative Council. The SRC will consult with the AAA's management when necessary. Persons and organisations may only distribute publications which conform to the clearance regulations of the Student Representative Council on the AAA campus, or in the case of the AAA name being mentioned, anywhere else.

Specifically, petitions must conform to the Regulations for Petitions. No publication may be displayed anywhere other than a notice board. Writing or drawing on walls, pillars or any other part of the AAA buildings is prohibited, unless instructed by the lecturer.

11.2 No AAA facility or terrain on the campus may be used for meetings or functions without prior consent of the relevant body.

12. RELIGIOUS AND POLITICAL ORGANISATIONS

12.1 No financial support is given by the Student Representative Council to any religious or political organisation

12.2 Facilities on campus such as notice boards and meeting rooms may be made available for such organisations, if these are available, and if a written application was made and approval granted.

12.3 No political party offices will be allowed to operate on campus.

12.4 No public political meetings may be held on the AAA grounds.

12.5 Party political discussions by outside speakers may be held on invitation by recognized organizations on campus.

13. OUTSIDE SPEAKERS ON THE CAMPUS

Any student organisation that intends to invite an external speaker to the campus, must inform the Student Representative Council beforehand. The Student Representative Council must immediately obtain permission from one of the AAA's Faculty Heads.

14. ABSENCE OF A CONSTITUTED STUDENT REPRESENTATIVE COUNCIL

In the absence of a constituted Student Representative Council, the functions of the Student Representative Council will be performed by the Executive Dean & Head or a person designated by him/her.

15. APPEARANCE AND DRESS

Students are responsible for maintaining an acceptable standard of dress and personal hygiene according to general good practice.

16. TOURS AND TRAVELLING

Journeys, tours and camps undertaken in the name of the AAA, may only be organised with the written permission of the Faculty Heads, and for this purpose the nomination of the camp parent or tour manager must be approved beforehand by the Faculty Head.

Students must sign the necessary indemnity form. The AAA cannot be held responsible for non-official AAA excursions.

17. PARKING DISCS FOR MOTOR VEHICLES (IF APPLICABLE)

17.1 All parking arrangements on campus are controlled by the Campus Administrator / Administrative Manager or any other person responsible for this function.

17.2 Visitors are given access to monitored parking space according to a set procedure.

17.3 Holders of parking discs for monitored parking may not park in any area other than that for which the disc was allocated.

18. CHANGE OF ADDRESS

A student must notify the Registrar immediately in writing of any change of address.

19. HEALTH

19.1 The student is assumed to be in a state of good physical and mental health. Full disclosure of any conditions/disease/disabilities shall be made to the AAA on registration or immediately upon the student/guardian becoming aware of same. The AAA shall treat any such disclosure as being confidential and may request written confirmation from a qualified specialist.

19.2 If a student, due to medical reasons, requires extra time to complete a test or examination, the student will apply at the beginning of the academic year for this concession, and supply the necessary medical evidence from a qualified specialist and/or occupational therapist.

19.3 If a student suffered from or has been in contact with a contagious disease, a medical certificate which indicates that the student may return to the AAA without the danger of infecting others must be submitted to the Registrar.

20. PARTICIPATION IN SPORT / RECREATION

Students who participate in sport or recreation activities do so at their own risk and the AAA is in no way liable for any injuries resulting from sport activities.

21. CONTROL OF FIREARMS

No student may bring or possess a firearm or dangerous weapons to campus.

22. DISCLOSURE OF STUDENTS' INFORMATION

In keeping with the AAA policy, the names of final year students will be provided to bona-fide ACA Members, except in the case of final year students who request the Registrar in writing to withhold their names from such lists. All other disclosures will be governed by POPI.

23. FUNDRAISING

No student or student organisation may raise funds other than for the AAA without permission of the Executive Dean & Head.

24. PAYMENT OF FEES

Tuition fees are due on 31 January each year. Non-payment of fees as per selected payment options, will result in academic results not being released to first and second year students, and students not being allowed back the next year until all outstanding fees are paid. Final year students will not receive their qualification certificates at graduation.

I accept the above mentioned rules and constitution of the AAA. I acknowledge that I can request a copy of the AAA's Procedures and Regulations for student discipline.

Full Name of Student:

Signed:
STUDENT

PARENT / GUARDIAN

Date

Place



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