



AAA FOUNDATION PROGRAMME

1. PURPOSE

The AAA Foundation programme is primarily aimed at those who have matriculated with an APS score between 20 and 23 and a Bachelor's degree endorsement or, 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 to be admitted directly into the degree 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.

Outcomes

Upon completion of this programme, students will:

- Strengthen their study skills
- Improve their 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

2. DURATION

The programme is offered over one year.

3. ENTRANCE REQUIREMENTS

The entrance requirements will be:

- NSC (National Senior Certificate) with at least 20 APS points

4. THE CURRICULUM

The programme is structured as follows.

A. 1st Semester

Creative Communication Track	Credits	Marketing Communication Track
1. History of Art & Advertising*	10	1. Presentation and Writing Skills*
2. Principles of Marketing*	20	2. Principles of Marketing*
3. English Communication Skills	15	3. English Communication Skills
4. Life Skills	15	4. Life Skills

B. 2nd Semester

Creative Communication Track	Credits	Marketing Communication Track
1. Computer Usage Skills	15	1. Computer Usage Skills
2. Visual Communication	45	2. Fundamentals of business, marketing and numeracy
TOTAL OF THE PROGRAMME	120	TOTAL OF THE PROGRAMME
*Students who successfully complete these modules will be exempt from repeating these in the relevant degree.		

5. THE PROGRAMME

5.1 History of Art & Advertising

- Relevant terminology and how to assess and analyse a visual piece
- The modernist era: the first half of the 20th century
- The information age: visual communication in the global village
- The history of advertising

5.2 Presentation and Writing Skills

- Personal issues in preparing and delivering a presentation
- Preparing the presentation
- Delivering the presentation
- Assessing the presentation
- Expressing yourself in writing
- Improving your writing skills
- Academic writing challenges and formats
- Planning to write a test, assignment and exam
- Improving your language
- Editing and proofreading
- Referencing and plagiarism
- Presenting your written work.

5.3 Principles of Marketing

- Defining marketing and the marketing process
- Understanding the marketplace, competitors and consumers
- Key marketing issues
- Designing a customer driven marketing mix and marketing strategy
- Marketing in the new technological world

5.4 English Communication Skills

- English language proficiency
- Verbal communication (reading, writing, listening, sounds, words, speaking)
- Interpersonal communication (personal & non-personal e.g. sms, email, telephone etiquette)
- Presentation skills (oral & group)
- Written communication (formal & informal), grammar, proofreading and practical tips and techniques for improving writing skills.
- The language of business vs. the language of advertising (persuasive communication)

5.5 Life Skills

- Value systems & ethics in the world of work
- Social skills and manners
- Healthy mind, healthy body (diet)
- Sense of balance and confidence
- Discipline, impulse control, regulating emotions
- Value for money & how to add value
- The value of good education
- How to study and become a good student (preparation, diary keeping, commitment, attending classes, learning styles, time keeping)
- Making learning enjoyable and fun, enabling students to learn faster, how to gain insight and solve problems, securing first time learning into long term memory, discipline in the classroom and handling the class as a learning community
- Basic business admin, understanding financial procedures
- Professional conduct (dress sense, behaviour, respect for others, teamwork, preparing a CV, interview tips)
- Time management and how to live productively
- Critical thinking skills (perception & mindset, decision-making, creative thinking)

5.6 Computer Usage Skills

- Intro to operating systems
- Microsoft Office (email, word, powerpoint and excel)
- Internet & how to search & research
- Keyboard skills
- Basic DTP principles

5.7 Visual Communication

- Non-verbal communication (tone of voice, touch, smell, body motion)
- Aesthetic non-verbal comm. (music, dance, symbols, colour)
- Visual communication (drawing, painting, design, typography, sculpting, photography, video/film, television, digital and other image exploration)
- Conceptual and lateral thinking
- The importance of research in conceptual thinking (basic techniques to source relevant information and insights)
- The world of persuasive communication and the world of advertising
- The contributions of 'greats' in advertising and creative thinking (also: examples of great creative approaches & styles and ads)
- Trends in creative visual communication and how the world of communication has and will change with rapidly advancing technology
- Cultural appreciation and intelligence and the importance of culture in daily life and in advertising.

5.8 Fundamental of Business, Marketing and Numeracy

- Basic economic & business concepts
- Understanding basic marketing and branding landscapes
- Understanding how a business works
- Numeracy literacy & skills
- Problem solving in business, marketing and advertising
- Mathematical & financial concepts and how to interpret calculations