

2026



#shapeshifters

A decorative footer consisting of several colored squares and rectangles with geometric patterns. From left to right: a light blue square with a white silhouette of a person's head; a dark blue square with a grid of white circles; a red square with a white circle; a yellow square with a grid of blue dots; a dark blue square with a white diagonal line; a blue square with a white hashtag symbol; a red square with a white diamond; a yellow square with a blue and white geometric pattern; and a teal square with the text 'aaa school of advertising' in white.

aaa school of advertising



Create. inspire. Lead.

Founded 35 years ago, The AAA School of Advertising has been training the best in the advertising, communication, and marketing industry. AAA's curriculum is designed in collaboration with leading industry professionals, ensuring that students are equipped with the skills and knowledge required to succeed in the industry. Our collaboration with respected bodies such as the International Advertising Association and the Marketing Association of South Africa gives our students legitimacy within the industry beyond the qualification as well as the opportunity to gain practical experience through internships, industry briefs, and real-world projects.

The hands-on experience ensures that graduates are ready to hit the ground running when they enter the workplace.

AAA's close ties to the advertising, communication and marketing industry mean that students have access to a network of industry professionals, including guest lectures, mentorship programmes, and networking events.

This provides them with valuable connections to secure employment and advance their careers.

AAA overview

AAA School of Advertising was established in 1990 by the AAA (Association of Advertising Agencies), the professional body of the advertising industry, which is now known as the Association for Communication and Advertising (ACA).

The AAA School of Advertising was the official higher education institution for the South African advertising Industry for over 36 years, with campuses in Johannesburg and Cape Town.

Teaching approach

AAA's approach to teaching focuses on the fundamentals of design, advertising and marketing, while embracing the new technologies and innovations (e.g. digital and mobile media). Students can look forward to working on real briefs found within agencies, providing the much-needed experience of putting theory into practice. Full-time final year students also participate in a four-week internship (Work Integrated Learning) programme to get a first-hand taste of the advertising world.

Why AAA?

Whether you're a student who is passionate about the economy, market trends and cultures that influence them. Whether you love languages and have a passion for Art and Drawing, or whether you're looking to transform your interest in the landscape of business including entrepreneurship, brands, and research about human buying-behaviour – AAA has the right programme tailor-made for you to #ShapeTheWorld – all of which are

accredited by the International Advertising Association (IAA), making us the only institution in Africa with this accreditation. AAA lecturers are respected academics and industry professionals, which results in all students receiving knowledge that is relevant for today's marketing, advertising and design environment. Furthermore, guest speakers and hands-on participation by our teaching experts provides students with the opportunity to interact with, and market themselves among leaders and influential members within the advertising industry. This priceless opportunity that is made available to all AAA students, more often than not, leads to final year students receiving employment offers even before they write their final exams, or while serving their mandatory internships.

At AAA, we encourage creative exploration throughout our learning process, and our best student work is entered for both local and international awards every year.



Gabby Bester

**Your Mood.
Your Colour.**

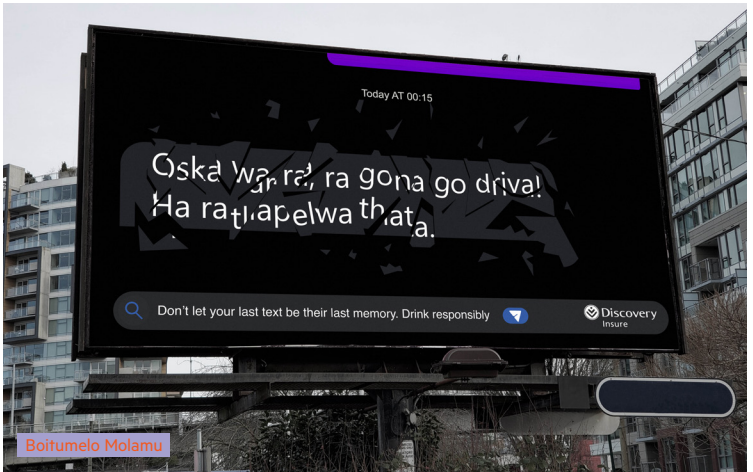
Apple AirPods Max

Mishka-Samodien



Patrick Mentze

**Student
Work**



Boitumelo Molamu



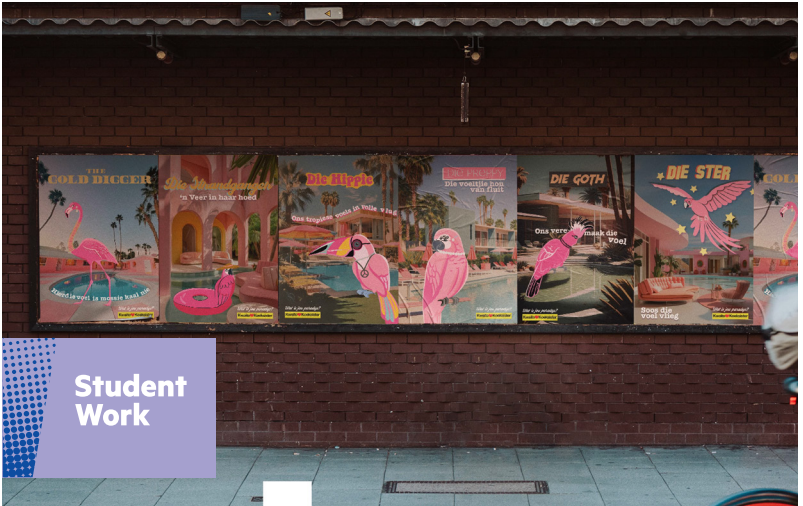
Mehna Gokal



Mehna Gokal



Mehna Gokal



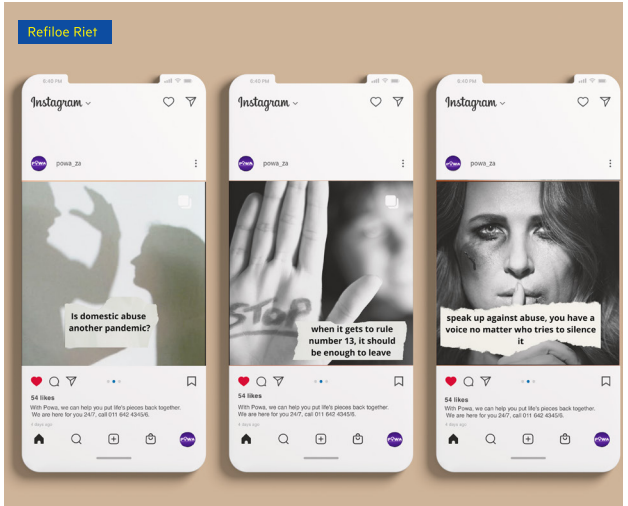
Student Work



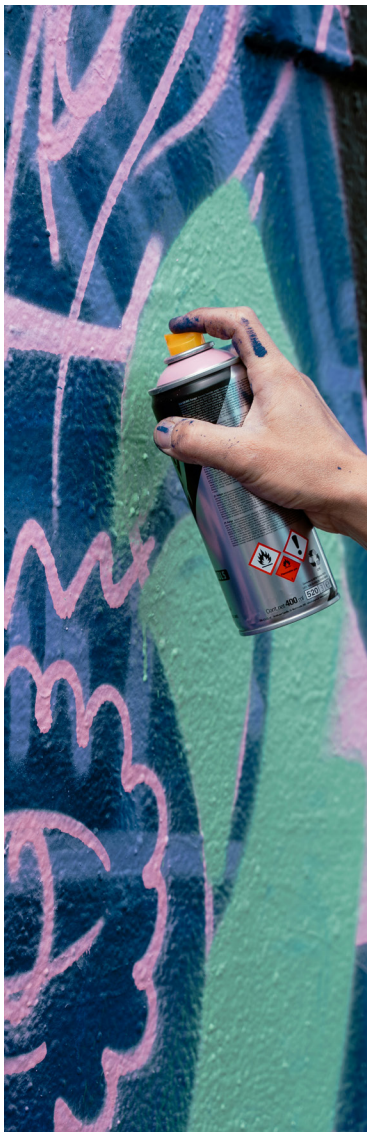
Brady Mayhook



Gabby Bester



Refloee Riet



Work Integrated Learning

Work Integrated learning (WIL) is a key component of the educational program at the AAA School of Advertising. The purpose of WIL is to provide students with practical, hands-on experience in their chosen field of study so that they can develop the skills, knowledge, and confidence necessary to succeed in the workplace. At the AAA School of Advertising, WIL takes many forms, including internships, cooperative education placements, and project-based learning opportunities. These experiences allow students to work alongside industry professionals, gaining real-world experience and applying the theories and concepts they have learned in the classroom. Students are able to develop a range of professional skills, such as communication, problem-solving, teamwork, and time management.



Iman Sydow

"I started my WIL experience at Imbella. I was briefed with tasks I have never done before, and it gave me a chance to learn new parts of marketing in a span of a month. The overall experience was amazing and the environment I was working in showed me the exact kind of company I see myself in."

Brent Munro

"Working at the internship was a bit of an eye opener. I've learned many things. In the actual industry you have to be very diligent and meticulous when it comes to capturing a brand image. Overall, it was very insightful."





Alumni Stories

Kajol Bhartu

I would say the courses drew me to AAA because I haven't found another school that offered Art Direction or the specialisations I was interested in. The offering of Art Direction gave me more of a diverse career path, which meant that I could branch out to a lot of different advertising agencies.

Hannah Fuller

My internship experience at Imbella was an overall insightful and positive one. The presentation skills gained in campaign activations helped me stand out to my mentors and solidified my confidence.





Hloni Sepanya

AAA taught me to dream and action those dreams. My WIL internship experience at Duke taught me how to be a giant and take up even more space – creatively and personally. I enjoyed my time and found the experience to be valuable.

Donald Chauke

I enjoyed getting more insight into digital marketing with the AAA. Working as a Senior Brand Consultant has opened my eyes to the rapid growth of marketing, particularly online.



Campuses

The AAA School of Advertising campuses are designed to create an environment that fosters creativity, innovation, and excellence. Each campus has experienced faculty and industry professionals guiding students, and ultra-modern facilities, including well-equipped classrooms, computer labs with the latest iMacs, a free Adobe license that gives access to the full creative software, and design studios that have helped students to produce award winning work.

The campuses also have ample common areas for students to relax, socialise, and collaborate on projects. Whether students choose to study in Johannesburg or Cape Town, each campus is located within the action, surrounded by the best agencies and brands in the business. The locations also create a great student-life balance with malls, cafes, transportation, and the city attraction being just a walking distance away.

Bryanston Campus



Cape Town Campus



The Marketing Association of South Africa



AAA is a member of the Marketing Association of South Africa (MASA), a group made up of SA's top marketers. Through a variety of initiatives, they promote and support the interaction, growth, and education of marketers. Members are spread out over South Africa and globally.

What does this mean for me?

A marketing student that graduates with AAA will receive a professional designation as an Associate Marketer and will be registered as a member of MASA.





International Advertising Association

AAA is the only academic institution in Africa accredited by the International Advertising Association (IAA). Each qualification is assessed, scored, and benchmarked by the IAA Education Council process. This ensures internationally recognised quality of formal content and teaching as required by the global advertising and communications industry for its students and future young professionals. This means:

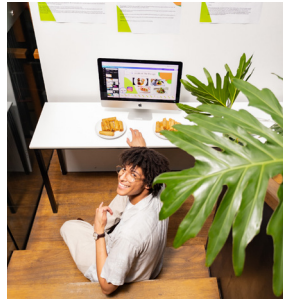
- International recognition affording AAA graduates employment globally.
- AAA is represented on the IAA global website giving us global recognition which presents an advantage for all our graduates as that is the platform all global industry brands are a part of.
- Exclusive educational resources to ensure that our students are exposed to all global trends and are being taught relevant skills.
- Access to global industry professionals.
- Award of IAA Certificate of Completion upon graduating.
- Profiling of accredited Academic Experts.
- Promotes industry/academic collaboration.

Student Industry Showcase

The Student Showcase is an annual event that celebrates the creative work of students. It provides students with an opportunity to display their work to industry professionals, potential employers, loved ones and the public.

The display includes a range of mediums such as print, digital, and experiential advertising campaigns, as well as branding, graphic design, and packaging designs. The highlight of this event is that industry professionals get first choice in providing employment offers to our students during the event.





Qualifications offered

Bachelor of Arts Honours in Digital Marketing (Online) **1 year (NQF 8) / SAQA ID: 123504**
 Bachelor of Arts in Marketing Communication **3 years (NQF 7) / SAQA ID: 57638**
 Bachelor of Arts in Marketing Communication (online) **4 years (NQF 7) / SAQA ID: 57638**
 Bachelor of Arts in Creative Brand Communication **3 years (NQF 7) / SAQA ID: 117964**
 Bachelor of Arts in Creative Brand Communication (online) **3 years (NQF 7) / SAQA ID: 117964**
 Diploma in Marketing Communication **3 years (NQF 6) / SAQA ID: 101940**
 Diploma in Visual Communication **3 years (NQF 6) / SAQA ID: 109434**
 Higher Certificate in Marketing Communication **(NQF 5) / SAQA ID: 101587**
 Higher Certificate in Visual Communication **(NQF 5) / SAQA ID: 101589**
 Higher Certificate in Digital Marketing (Online) **(NQF 5) / SAQA ID: 117963**

Admission requirements

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

*Specific admission requirements by qualifications

Qualification	NQF	Duration	Minimum requirements
BA Honours in Digital Marketing (online)	8	1 year	Undergraduate Degree at NQF Level 7 or Advanced Diploma at NQF Level 7 in a related field from an accredited Higher Education institution as per the Higher Education Qualifications Sub-Framework.
BA in Marketing Communication (full-time)	7	3 years	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.
BA in Marketing Communication (online)	7	4 years	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.
BA in Creative Brand Communication	7	3 years	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.
BA in Creative Brand Communication (online)	7	3 years	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	6	3 years	NSC with Diploma endorsement. APS: 20. 60% for English/Language of Instruction. Passed Maths/Maths Literacy.
Diploma in Visual Communication	6	3 years	NSC with Diploma endorsement. APS: 20. Passed in Maths/Maths Literacy.
Higher Certificate in Marketing Communication	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.

Higher Certificate in Visual Communication	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.
Higher Certificate in Digital Marketing (online)	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.

APS Scale	7	6	5	4	3	2	1
Percentage	80-100%	70-79%	60-69%	50-59%	40-49%	30-39%	0-29%

*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 for recognition of prior learning (RPL).

RPL, exemptions and applications for credits:

A maximum of up to 50% of the credits of a completed qualification can be transferred to a qualification at the Institution from another institution - however this is at the discretion and therefore can only be authorised by the Dean of the specific Faculty that convenes the programme/qualification that the student is applying for. Please note, no electives or final year modules will be credited.



You have greatness within you. At The AAA School of Advertising, our role as creative leaders is to help you unlock and amplify that greatness through expert guidance and mentorship. We want you to become shape shifters - versatile creatives who can adapt, evolve, and excel across every platform and challenge the industry throws at you. You are the fire that will shape the future of the creative industry - and we're here to help you burn brighter.

Nkosiyapha Msomi

Head of Department: Creative Brand Communication

Marketing Faculty

MARKETING COMMUNICATION

Marketing is the practice of communicating, executing & facilitating an exchange of goods or services between companies and individuals and their customers.

QUALIFICATIONS OFFERED

Qualification	NQF	Duration
Higher Certificate In Marketing Communication	5	1 year
1st Year		
Marketing Management 511 & 512	Information Systems 511 & 512	Business Communication 511 & 512
Business Management 511 & 512	Academic Literacy 500	Popular Culture & Ethics 511 & 512
Basic Numeracy for Marketing 500		
Qualification	NQF	Duration
Higher Certificate in Digital Marketing	5	1 year (online)
1st Year		
Digital Marketing 500	Business Information Systems 511 & 512	Consumer Behaviour 500
Business Management 500	Social Media Marketing 500	E-Commerce 500
Business Communication 500	Mobile Marketing 500	Search Engine Marketing 500
Work Integrated Learning 500		
Qualification	NQF	Duration
Diploma In Marketing Communication	6	3 years
1 st Year	2 nd Year	3 rd Year
Business Communication 512 & 512	Marketing Communication 612 & 612	Digital Marketing 631 & 632
Marketing Management 511 & 512	Marketing Management 621 & 622	Brand Management 631 & 632
Business Management 511 & 512	Consumer Behaviour 621 & 622	Account Management 631 & 632
Information Systems 511 & 512	Digital Marketing 621 & 622	Marketing Management 631 & 632
Popular Culture & Ethics 511 & 512	Marketing Research 621 & 622	Work Integrated Learning 600
Basic Numeracy for Marketing 500	Business Management 621 & 622	Media Planning & Buying 600
Academic Literacy 500		

Qualification	NQF		Duration
BA Marketing Communication	7		3 years (contact learning) 4 years (online learning)
1 st Year	2 nd Year	3 rd Year	4 th Year
Business Communication 511 & 512	Marketing Management 621 & 622	Marketing Communication 621 & 622	Marketing & Advertising Planning Process 731 & 732
Marketing Management 511 & 512	Consumer Behaviour 621 & 622	Digital Marketing 621 & 622	Campaign Activations 731 & 732
Marketing Research 511 & 512	Statistics for Marketers 600	Business Ethics 621 & 622	Digital Marketing 731 & 732
Business Management 511 & 512	Information Systems 511 & 512	International Marketing 600	Brand Management 700
Presentation & Writing Skills 500	Advertising Production 600	Media Management 600	Work Integrated Learning 700
Fundamentals of Accounting 500			

Qualification	NQF	Duration
Bachelor of Arts Honours in Digital Marketing	8	1 year (online)
1 st Year		
Introduction to Digital Marketing 811	Strategic Digital Marketing 812	Research Report 812
Brand Building 811	Research Methodology 811	Research Report 812
Social Media Marketing (Elective) 811	Social Media Analytics 811	Website and Mobile Marketing 812
Website and Mobile Analytics 812		

Career Possibilities

- Brand Management
- Media Management
- Strategic Account Management
- Digital Marketer
- Marketing Executive
- Advertising Executive
- Advertising Account Executive
- Web Content Executive
- Public Relations Executive
- Social Media Executive
- Digital Marketing Manager
- Social Media Manager
- Content Strategist
- Copywriter
- SEO Specialist
- Email Marketing Specialist
- Fulltime Freelance

Creative Faculty

CREATIVE BRAND COMMUNICATION

Creativity is the art of solving problems with ideas and executions that connect with people to change their thinking and behaviour.

QUALIFICATIONS OFFERED

Qualification	NQF	Duration
Higher Certificate In Visual Communication	5	1 year
1st Year		
Business Management 500	Creative Ideation and Innovation 500	Fundamentals of Creative Craft 500
Art Direction 511 & 512	Graphic Design 511 & 512	Digital Media 500
Visual Culture 500	Marketing Management 500	

Qualification	NQF	Duration
Diploma In Visual Communication	6	3 years
1st Year	2nd Year	3rd Year
Typography 511 & 512	Marketing Management 621 & 622	Interactive Design 631 & 632
Drawing 500	Photography 500	Digital Marketing 631 & 632
Marketing Management 500	Consumer Behaviour 600	Creative Business Practice 631 & 632
Graphic Design 511 & 512	Print Production 500	Art Direction (Elective) 631 & 632
Digital Media 500	Digital Media 521 & 512	Graphic Design (Elective) 631 & 632
Visual Culture 500	Art Direction (Elective) 621 & 622	Work Based Learning 631 & 632
Art Direction 511 & 512	Graphic Design (Elective) 621 & 622	
	Industry Practice 600	

Qualification		NQF	Duration
BA Creative Brand Communication		7	3 years (contact or online learning)
1 st Year	2 nd Year	3 rd Year	
Fundamentals of Creative Craft 500	Digital Media 521 & 522	Campaign Activations 731 & 732	
Digital Media 500	Photography 500	Research 700	
Marketing Management 500	Consumer Behaviour 600	Graphic Design (Elective) 731 & 732	
Visual Culture 500	Industry Practice 600	Art Direction (Elective) 731 & 732	
Creative Ideation and Innovation 500	Marketing Communication in Multicultural Markets 600	Copywriting (Elective) 731 & 732	
Copywriting (Elective) 511 & 512	Graphic Design (Elective) 621 & 622	Work Integrated Learning 700	
Applied Writing (Elective) 511 & 512	Art Direction (Elective) 621 & 622		
Graphic Design (Elective) 511 & 512	Copywriting (Elective) 621 & 622		
Art Direction (Elective) 511 & 512			

Career Possibilities

- User Experience Designer
- Social Media Content Creator
- Art Director
- Creative Director
- Graphic Designer
- Copywriter
- Influencer
- Illustrator

Join our online community



Instagram



Facebook



LinkedIn

Awards

LOERIES FINALISTS



01. Our Dirty Little Secret

Zoe Jade Flanagan



02. I Don't Need A Man

Anna Sophia Dekker



LOERIES FINALISTS



03. Awungshoote

Thato Bodigelo, Ostsile Mangope



04. Novelty Design

Teagan de Vries

LOERIES BRONZE WINNER

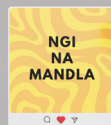
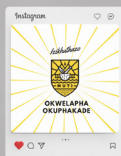
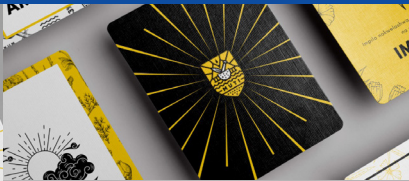


Awards

PENDING AWARD FINALISTS

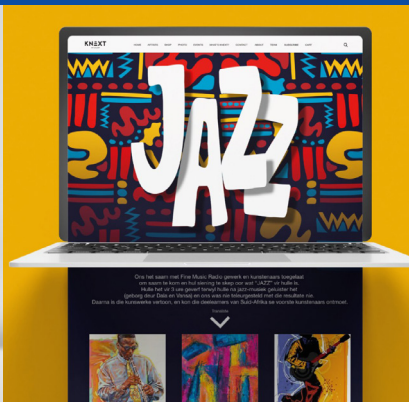
01. An Eternal Healing

Peter Maluleke



02. Dag vol Jazz

Ashleigh Templeton



PENDORING AWARD FINALISTS

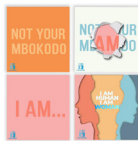
03. Not your Mbokodo

Lehlohonolo Sepanya, Peter Maluleke & Thato Bodigelo



Mosadi o tshwara thipa ka bogaleng

In an ideal world, women wouldn't have to.



TRANSLATIONS



04. Elephantom African

Thato Bodigelo



TRULY SOUTH AFRICAN

I'TUKISETSE BOITUMELO



LET ELEPHANTOM RUM TAKE YOUR TASTE BLUE ON A DELICIOUS JOURNEY.



Shape Shifters Alumni

Here's what our Shape Shifters had to say about how AAA prepared them for work:

Julian

Account Manager,
King James



I'm happy. AAA campaign activations taught me how to position the brand in the marketplace whilst managing the brand's image and reputation over time. This has led me to success in my current position.

Hanna

Junior Community Manager,
Brand Influence



One of your degree's most insightful and valuable experiences will be campaign activations. I really see the value now that I am working.

Iman

Junior Account Executive,
Hello FCB



All those mock presentations we had to do at AAA are coming in handy when I'm presenting at work or to a client. It really helped with my delivery skills.

**Interested in becoming a dynamic worldly creative or a
marketing generalist/specialist?**

Fill out your information below and start your journey with AAA today!

LEAVE YOUR DETAILS BELOW:

Name _____

Surname _____

School name _____

Grade _____

Email address _____

Cellphone number _____

Parents name _____

Parents cellphone _____

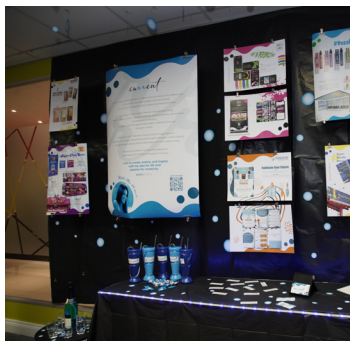
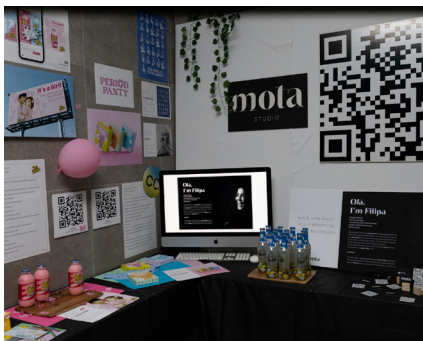
Parents email _____

Study choice (circle one)

Marketing Communication

Creative Brand Communication

**Once completed return to one of our
AAA representatives.**



Chat to us via whatsapp

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Cape Town, Long Street Campus: 082 7749 471

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IAA
INTERNATIONAL ASSOCIATION OF ADVERTISERS

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MASA
The Marketing
Association of
South Africa