



## Academic Qualifications of Applicant

High School Attended		Year Matriculated	
Leadership role/s while at school			
Extra mural activities while at school			

## Matric Results

Prelim		Final		Pre 2008: Matric Exemption	Yes		No	
Subjects				% Achieved	APS Score			
<b>TOTAL APS SCORE</b>								

*\*Life Orientation must be divided by 2 in the calculations of the final APS Score*

*International applicants must obtain a certificate from HESA after submitting either their A, AS or, O level results to verify that they can study at a South African Higher Education Institution.*

## Tertiary Education (if applicable)

Institution			
Qualification	Complete		Incomplete
Subjects passed	<p><i>Please discuss the option of applying for any exemptions with the Registrar</i></p>		
If incomplete, specify reason			

## Current Employer (if applicable)

Company Name		Full Time		Part-Time	
Contact person		Phone No			
Position held		Period Employed			
Main Responsibilities					

	<i>Please attach a copy of your Curriculum Vitae</i>
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**Getting to know you better**

Answer the following questions. Your answer should be typed, should not exceed 2 pages of 1.15 line spacing and should be attached to the back of this application form.

Question 1: Why do you believe you are cut out for a career in marketing or marketing communication?

Question 2: Briefly describe a current advertisement that is being run (in any media) that you believe is effective. At whom do you think it is aimed? What is the ad's main message? Why do you believe it is effective?

**Person or Company Responsible for payment of account**

	PERSON	COMPANY
Name:		
Postal Address		
	Code	Code
Phone numbers:	Telephone Number	Telephone Number
<i>Write in applicable blocks</i>	Mobile Number	Mobile Number
e-mail address		
Employer's name		
Position Held		

*Please attach a copy of the person/s identification document (if different to the applicant) or letter on company letterhead confirming sponsorship details.*

**Attachments:**

<i>Tick applicable blocks</i>	
<input type="checkbox"/>	Certified copy Matric certificate or most recent results
<input type="checkbox"/>	Certified copy of SA Identity document (South African applicants)
<input type="checkbox"/>	Certified HESA Certificate (international applicants)
<input type="checkbox"/>	Certified copy of Passport (International applicants)
<input type="checkbox"/>	Proof of payment of R250 non-refundable application fee OR a bank guaranteed cheque payable to AAA School of Advertising
<input type="checkbox"/>	Copy of Curriculum Vitae
<input type="checkbox"/>	Certified copy of Identity document of person responsible for account or sponsorship letter
<input type="checkbox"/>	Your 2 page, typed answer to "Getting to know you" questions.

**Declaration:**

I hereby declare that I, \_\_\_\_\_ have completed  
*Insert full name and surname of applicant*  
 this application form without any assistance and that all details are true and correct.

\_\_\_\_\_  
*Signature of Applicant*

\_\_\_\_\_  
*Date*

Having completed and returned this application, final acceptance may be subject to an entrance exam and/or a personal interview with the Registrar or Faculty Head.

## SCHEDULE OF FEES

	<i>Tick</i>	<b>First Semester Courses</b>	<b>NQF</b>	<b>Deposit payable on acceptance</b>	<b>Balance payable by 31 May 2017</b>	<b>Total</b>
<b>Enrolling for</b> <i>Tick applicable block/s</i>		Principles of Marketing	5	R 5 190	R 5 190	R 10 380
		Research for Marketing Communication	5	R 5 600	R 5 635	R 11 235
		Principles of Communication	5	R 5 190	R 5 190	R 10 380
		Consumer Buyer Behaviour	6	R 6 050	R 6 050	R 12 100
		e-Marketing	6	R 6 050	R 6 050	R 12 100
		Practice of Marketing	6	R 5 600	R 5 635	R 11 235
		Advertising Production	7	R 4 000	R 4 025	R 8 500
		Creativity and Problem Solving	7	R 4 250	R 4 250 <i>(payable by 28 Feb)</i>	R 8 500
		Marketing and Advertising Planning Process	7	R 6 150	R 6 150	R 12 300

	<i>Tick</i>	<b>Second Semester Courses</b>	<b>NQF</b>	<b>Deposit payable on acceptance</b>	<b>Balance payable by 31 October 2017</b>	<b>Total</b>
		Global Marketing and Advertising	5	R 4 000	R 3 500	R 7 500
<b>Enrolling for</b> <i>Tick applicable block/s</i>		Presentation and Writing Skills	5	R 3 500	R 3 450	R 6 950
		Principles of Business Management	5	R 3 500	R 3 450	R 6 950
		Marketing Communication Issues in Multicultural Markets	5	R 3 500	R 3 450	R 6 950
		Analytical and Financial Decision Making	6	R 6 050	R 6 050	R 12 100
		Entrepreneurship	6	R 4 000	R 3 500	R 7 500
		Integrated Marketing Communications	6	R 6 100	R 6 000	R 12 100
		Brand Management	7	R 6 150	R 6 150	R 12 300
		Digital Media Marketing	7	R 6 150	R 6 150	R 12 300
		IMC Campaigns	7	R 5 000	R 5 000	R 10 000
		Media Management	7	R 6 150	R 6 150	R 12 300
		Strategic Account Management	7	R 6 150	R 6 150	R 12 300

## Contact Details

	<b>Johannesburg</b>	<b>Cape Town</b>
Phone	011 781-2772	021 422 1800
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Physical Address	ACA House Cnr. Bond and Bram Fischer Drive Kensington B Randburg	4 <sup>th</sup> Floors 112 Long Street, Cape Town
Postal Address	P O Box 2289 Parklands 2121	P O Box 3423 Cape Town 8000

[www.aaaschool.ac.za](http://www.aaaschool.ac.za)

Account Queries	<b>Johannesburg and Cape Town</b> Yvonne Gordon <a href="mailto:yvonne@aaaschool.ac.za">yvonne@aaaschool.ac.za</a> Phone: 011 781 2772
To arrange specific terms of payment	Russell Cory (Financial Director) <a href="mailto:russell@acasa.co.za">russell@acasa.co.za</a>  Standard Bank Randburg Branch Branch Code: 01 08 05 Account Holder's Name: AAA School of Advertising Account Number 220 387 915