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1. ABOUT THE AAA

The AAA School of Advertising was established in 1990 by the Association of Advertising Agencies (AAA). 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 (henceforth referred to as the AAA) is the official higher education institution for the South African advertising industry, with campuses in Johannesburg and Cape Town.

The support which the AAA receives from the official body (ACA) and its members means that it has access to a wealth of experts from the advertising industry. In addition, our lecturers who are respected academics and industry professionals, contributes to 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 who matter. Thus, long before graduating, our students can begin moulding their careers and, many final year students receive employment offers even before they write their final exams.

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). In addition to the exposure to advertising agency people, students are given real projects to work on within simulated agency teams, which allows them to integrate theory with practice. Full- time final year students also participate in a four week internship (Work Integrated Learning) programme to experience the excitement and challenges of the advertising world.

The AAA is a creative buzz, since we believe in providing more than just knowledge, but 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 2016 the AAA celebrated 26 years of academic excellence. By the end of 2016 the AAA had graduated more than 3500 students, since its establishment in 1990.

LEGAL STATUS

AAA School of Advertising (Pty) Ltd is a private company with registration no. 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 creative brand communication faculty. Although independent research is often required, teamwork is encouraged.

VISION

As a partner with the advertising agencies, design companies, media agencies and marketers, our 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 communications industry.

OUR EXECUTIVE DEAN AND HEAD

The Executive Dean and Head, Prof Krishna Govender joined us in 2016 with a wealth of experience in education which spans 36 years, and includes teaching, lecturing, 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 was closely involved in CHE/SAQA/DHET related matters. A seasoned academic, Krishna has published over 80 papers in national and international journals, as well as delivered numerous papers at national and international conferences. Krishna has a passion for research, has successfully supervised numerous masters and doctoral students, and is currently an Honorary Research Fellow and Professor at University of KwaZulu-Natal.

WHY CHOOSE THE AAA SCHOOL

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.

This means that the AAA has access to advertising industry experts who lecture and interact with our students. Our students also work on real life projects and campaigns with the 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.

Final year students are placed in the advertising industry for a four (4) week Work-based Learning (Internship) programme, and this increases their opportunity to be employed.

3. Accreditation and Registration

All our qualifications are registered by SAQA (South African Qualifications Authority), and accredited by the CHE (Council on Higher Education). We are 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. We are the ONLY private academic institution in Africa accredited by the IAA (International Advertising Association), New York, USA. This means that our graduates ALSO receive an IAA Certificate, which increases their chances of employment.

5. Empowerment

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

6. Small Classes

We 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

Apart from being the most awarded advertising school in South Africa, considering the creative performance over the past 10 years, the AAA is rated internationally by Lürzer's Archive, as one of the top 10 Advertising Schools in the world.

2. CAMPUSES

JOHANNESBURG CAMPUS

1st Floor, ACA House,
Bridge on Bond
Cnr Bram Fischer Drive & Bond Street
Kensington B

RANDBURG 2194

Tel: (011) 781 2772/3

Fax: (011) 781 2796

Web site: www.aaaschool.ac.za

GPS Coordinates: latitude -26; 5; 6.69 longitude 28; 0; 27.75

P. O. Box 2289
PARKLANDS
2121

CAPE TOWN CAMPUS

AAA House
112 Loop Street
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

P. O. Box 3423
CAPE TOWN
8001

3. QUALIFICATIONS

Although part-time options are also available, not all programmes are offered at both campuses. The following career track qualifications are offered full-time:

1. Bachelor of Arts in Marketing Communication (3 years): SAQA Qual Id: 57638 (NQF7)
2. Bachelor of Arts in Creative Brand Communication (3 years): SAQA Qual Id: 57884 (NQF7)
3. Diploma in Copywriting (2 years): SAQA Qual Id: 35996 (NQF5)

NB: DHET confirmed that the AAA may register students for the (current) 2-year Diploma in Copywriting until 31 December 2019.

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 Communication and Advertising (ACA)
- AMASA (Advertising Media Association of South Africa)
- IAB.SA (Interactive Advertising Bureau)

5. ASSESSMENT, PROGRESSION AND CERTIFICATION

Students are subject to formative and summative assessments for every module. A module is passed if the student attains at least a 50% mark, and in order to progress from one year to the next, the student may not have failed more than two core modules. The student will receive the qualification on successfully complying with all the academic requirements of the curriculum, 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 the tables below.

The minimum entry requirements for diploma/degree studies as legislated by the Department of Education & Training does not guarantee an applicant admission to any programme at the AAA.

Although preliminary 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 in the calculation 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 per qualification

Marketing Communication

Programme	Minimum APS	Group A					Group B
		Language of teaching	Other language	Maths	Maths literacy	Life orientation	Other 3 subjects
3 year BA in Marketing Communication NQF 7	24 (Mathematics) 25 (Maths Literacy)	4	4	3	4	3	4 for two subjects 3 for remaining subject

Note: Although not compulsory, Economics or a business related subject in Group B is recommended.

Creative Brand Communication

Programme	Minimum APS	Group A					Group B
		Language of teaching	Other language	Maths	Maths literacy	Life orientation	Other 3 subjects
3 year BA in Creative Brand Communication NQF 7	24 (Mathematics) 25 (Maths Literacy)	4	4	3	4	4	4 for two subjects 3 for remaining subject

Note: Although not compulsory, Art is recommended in Group B.

Copywriting

Programme	Minimum APS	Group A					Group B
		Language of teaching	Other language	Maths	Maths literacy	Life orientation	Other 3 subjects
2 year Diploma in Copywriting NQF 5	20 (Mathematics) 21 (Maths Literacy)	5	4	2	3	4	4 for two subjects 3 for remaining subject

Note: 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 the Application form from our website or contact one of our Campus Registrars for an Application form.

A non-refundable application fee of R 300-00 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. Late applications will only be considered if the intake numbers have not been reached by 30th November of each year.

THE BA IN MARKETING COMMUNICATION DEGREE

- Complete the application form and submit it to the AAA as soon as possible.
- The application form will be screened and the applicant will be invited for an interview and/or entrance examination with the Campus Registrar and (or) Faculty Head.

If you have any questions regarding the BA degree in Marketing Communication please contact the Campus Registrar on (011) 781 2772 in Johannesburg or on (021) 422 1800 in Cape Town.

Note: Candidates will be notified by the end of November each year on the outcome of their application to the AAA.

THE BA IN CREATIVE BRAND COMMUNICATION DEGREE

- Complete the application form.
- Submit the application form to the AAA as soon as possible.
- Your application will be assessed and you will 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 BA degree in Creative Brand Communication please contact the Campus Registrar on (011) 781-2772 in Johannesburg or on (021) 422 1800 in Cape Town.

THE DIPLOMA IN COPYWRITING

- Complete the application form and submit it to the AAA as soon as possible.
- Selection for the above programme will be based on any or ALL of the following:
 - Assessment of the Copy Challenge
 - Entrance exam and/or interview with the Campus Registrar and Lecturer(s)
 - A practical session.
- Applicants will be contacted approximately 7 days after the practical session to inform them on the outcome.

If you have any questions regarding the Diploma in Copywriting please contact the Campus Registrar on (011) 781-2772 in Johannesburg or on (021) 422 1800 in Cape Town.

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 recognized and exempted, based on similar modules passed at a university/ higher education degree level.
- Creative Brand Communication applicants can apply for exemption of History of Graphic Design & Advertising based on a similar module passed at a higher education degree level.
- Graduates with relevant qualifications can apply for exemption from year one of the two year Diploma in Copywriting.

7. FULL TIME FEES AND PAYMENT OPTIONS

2017 FEES

DIPLOMA IN COPYWRITING

First year R 66 750.00

Second year R 65 650.00

Note: New students joining in the 2nd year will pay R 66 750.00

BA IN MARKETING COMMUNICATION

Foundation Programme R19 750.00

First year R 72 550.00

Second year R 71 260.00

Third year R 71 260.00

Note: New students joining in the 2nd year will pay R 72 550.00

BA IN CREATIVE BRAND COMMUNICATION

Foundation Programme R 19 750.00

First year R 74 580.00

Second year R 73 200.00

Third year R 73 200.00

Note: New students joining in the 2nd year will pay R 74 580.00

PAYMENT OPTIONS

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

- In full by 31st January 2017 (a 5% discount is applicable)
- In equal installments as follows:

First installment	50%	by 31st January 2017
Second installment	50%	by 31st May 2017
- No interest is charged and no discount is granted in respect of this (installment) 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 2017.
- Non-SA residents must pay the full tuition fee by 31 January 2017.

Note:

1. On written acceptance of the student to study for a degree or a diploma at the AAA, a non-refundable payment of R 9 000.00 is required to secure admission for a degree/diploma. This amount must be paid by 31 January 2017 and it will be credited against your tuition fees, should you become a registered student.
2. Each year the AAA 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 2017 academic terms for both campuses are:

Term 1

30 Jan – 31 March

Term 2

18 April – 30 June

Term 3

24 July – 15 September

Term 4

26 September – 8 December

PUBLIC HOLIDAYS

21 March	Human Rights Day
14 Apr	Good Friday
16 Apr	Family Day
17 Apr	Public holiday
27 April	Freedom Day
1 May	Worker's Day
16 June	Youth Day
9 August	National Women's Day
24 September	Heritage Day
25 September	Public holiday

9. FACULTY OF MARKETING COMMUNICATION

9.1 Qualification

BA in Marketing Communication: SAQA Qual Id: 57638 NQF 7

9.2 Bachelor of Arts in Marketing Communication

Duration: 3 years full time; 4 years part time

Career options

1. Brand Management

The critical role of the Brand Manager is to create and sustain brand equity in the long term by adding value to the company by building its brands. A Brand manager needs to be highly competent and proactive as well as have a thorough understanding of marketing, advertising and consumer behaviour.

This degree will help you with strategic planning where you will track trends, conduct and facilitate qualitative and quantitative research and, advise the agency and clients about business and brand strategies.

2. Media Management

As a Media Planner you will 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. You will be required to have numerical and computer skills.

3. Strategic Account Management

As an Account Executive you will be the link between the client and everyone on the advertising agency team. On their behalf, you will manage the whole advertising process ensuring that your agency's objectives and values are represented and, the account remains profitable. In short, you are the spokesperson and mediator for both the client and the agency. You are expected to be a good organizer and a people's person.

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.

Curriculum

Year 1: 7 modules

- Principles of Marketing
- Principles of Business Management
- Principles of Communication
- Research for Marketing Communication
- Marketing Communication Issues in Multicultural Markets
- Presentation and Writing skills
- Global Marketing and Advertising

Year 2: 6 modules

- Practice of Marketing
- Entrepreneurship
- Consumer & Buyer Behaviour
- Integrated Marketing Communication (IMC)
- e-Marketing
- Analytical & Financial Decision-making

Year 3: 6 modules

- Creativity and Problem Solving
- Marketing and Advertising Planning Process
- Advertising Production
- IMC Campaigns
- Specialisations (Select one):
- Media Management; OR
- Strategic Account Management; OR
- Brand Management; OR
- Digital Media Marketing
- Internship (Work-Based Learning)

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 are explored in theory and by means of sound strategic thinking and hands-on application. This is followed by practical, real life campaigns in a simulated advertising agency environment.

• Phase two: Campaigns

The purpose of this phase is to allow students to challenge their entrenched thought processes. This consists of a number of campaigns where strategy development, lateral thinking and creative executions are experienced.

• **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. Students will undergo intensive training by lecturers and members of the advertising and marketing 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 or marketing industry.

9.3 Bachelor of Arts in Marketing Communication (Part Time)

Duration: 4 years

Curriculum

Year 1: 5 modules

- Principles of Business Management
- Principles of Marketing
- Principles of Communication
- Marketing Communication Issues in Multicultural Markets
- Presentation and Writing skills

Year 2: 4 modules

- Research for Marketing Communication
- Global Marketing and Advertising
- Entrepreneurship
- Practice of Marketing

Year 3: 5 modules

- e-Marketing
- Integrated Marketing Communication (IMC)
- Analytical & Financial Decision-making
- Advertising Production
- Consumer & Buyer Behaviour

Year 4: 5 modules

- MAPP (Marketing and Advertising Planning Process)
- Creativity and Problem Solving
- IMC Campaigns
- Specialisations (select one): Media Management OR Brand Management OR Strategic Account Management OR Digital Media Marketing
- Internship/Work-Based Learning

9.4 Academic Staff: Johannesburg Campus

Faculty Head: Marketing Communications

Cecilia Andrews (BA, PGDip Marketing, MBA)

Lecturer(s)

Preston Mduli (BA Comm. Hons)

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

9.5 Academic Staff: Cape Town Campus

Faculty Head: Marketing Communications

Anthea Whitehead (BA Comm. Hons)

Lecturers

Nkosivile Welcome Madinga (M.Tech, B. Tech, N. Dip Marketing Management)

Cindy-Lee Pike (B. Tech, Higher Dipl. in Education & Training, M. Tech)

Jaco Vorster (B. Tech Marketing)

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

10. FACULTY OF CREATIVE BRAND COMMUNICATION

10.1 Qualifications

BA in Creative Brand Communication: SAQA Qual Id: 57884 NQF 7

Diploma in Copywriting: SAQA Qual Id: 35996 NQF 5

10.2 Bachelor of Arts in Creative Brand Communication

Duration: 3 years full time

Career options

1. Art Direction

As an Art Director you will be directly involved in the actual making of advertisements. You and your Copywriter will find out as much as you can about the particular product and conceptualise the campaign or commercial, and after that you become responsible for the visual elements. Your specialized skills will come into play when executing the ads. Aspects such as the choice of visuals, 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, and an expert on the marketing communication process.

2. Graphic Designer

Graphic Designers plan, analyse, create and execute visual solutions to communication problems, with specific attention to the context, client needs and audience perceptions. In response to an external brief, they synthesize input from a wide variety of sources, acquired or their own, including visual material, type and text, symbols, colour, texture, etc., into a distinctive image that is strategic, appealing, communicative and memorable. Using a comprehensive range of tools and skills, both traditional and electronic, graphic designers create an appropriate form that interprets the brief in a way that informs, affects and persuades the defined target audience. Essentially, this is the creation of a brand.

Curriculum

Year 1: 6 modules

- History of Graphic Design and Advertising
- Principles of Illustration
- Principles of Typography
- Principles of Graphic Design
- Principles of Art Direction
- Principles of Marketing

Year 2: 5 modules

- Art Direction 2
- Graphic Design 2
- Photography in Visual Communication
- Computer Software for Creative Application
- Marketing Communication Issues in Multicultural Markets
- Consumer Behaviour

Year 3: 6 Modules

- The Marketing and Advertising Planning Process
- Advertising Research
- Media
- IMC Campaigns
- Specialisations (select one):
Graphic Design OR
Art Direction
- Internship (Work- Based Learning)

10.3 Academic Staff: Johannesburg Campus

Faculty Head: Creative Brand Communication

Harry Kalmer (Masters in Creative Writing; BA: Afrik & Theory of Drama)

Lecturers

Margaret Backhouse (Graphic Design) (Nat.Dipl. in Art & Design, B. Tech: Graphic Design)

Marilyn du Toit (Graphic Design) (Nat. Dipl. In Graphic Design, B Tech: Graphic Design)

Jonah Munyi (Graphic Design) (Nat. Dipl. In Graphic Design, B. Tech: Graphic Design)

Candice Masson (Graphic Design) (B Tech: Graphic Design)

10.4 Academic Staff: Cape Town Campus

Faculty Head: Creative Brand Communication

Charles Maggs (Masters in Fine Arts; BA in Fine Arts)

Lecturers

Lizelle De Villiers (BA)

Henriette Rademan (Graphic Design) (Dipl. in Graphic Design, NHDHET)

Chantelle Arpesella (B Tech)

Ilse Muller (Art Direction) (BA Visual Communication, PGCE)

Kevin Portellas (DTP) (Dipl in Graphic Design & Web Design, NHDHET)

10.5 Diploma in Copywriting

Duration: 2 years (1 year for university graduates who may be 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, your aim is to find the most creative and effective ways of developing not just print, but also TV and radio advertisements, as well as advertisements for alternative media such as the internet. 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

Year 1:

- English Language Proficiency
- Creative Writing
- Tools of Language
- Copywriting: Theory and Practice

- Copy Workshops
- Marketing Communication Issues in Multicultural Markets
- Principles of Marketing
- Campaigns and Projects

Year 2:

- The Art of Copywriting
- Marketing and Advertising Planning Process
- The Creative Process and Conceptual Thinking
- Writing for Print Advertising and Print Production
- Writing for Radio Advertising and Radio Production
- Writing for Television Advertising and TV Production
- Writing for Digital Media
- Projects and Campaign Briefs
- Presentation Skills
- Portfolio Development
- Internships (Work-Based Learning)

Practical briefs

Copywriting students will work in teams with Art Directors and / or Graphic Designers on projects briefed and marked not only internally, but also by people from 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 presented to advertising agencies and clients.

Internship (Work-Based Learning)

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

10.6 Academic Staff: Johannesburg Campus

Lecturer

Harry Kalmer (BA, MA in Creative Writing)

10.7 Academic Staff: Cape Town Campus

Lecturer

Amanda Speechly (BA)

Deirdre van Coller (BA)

11. FOUNDATION PROGRAMME

Applicants who do not meet the minimum APS points (24) for admission to our degrees may be considered for the degree if they achieve a minimum of 20 APS points and successfully complete the AAA Foundation Programme.

The BA Marketing Communication Foundation programme is structured as follows:

1. Presentation and Writing Skills
2. Principles of Marketing
3. Language skills
4. Life skills
5. Computer Skills
6. Fundamentals of business, marketing and numeracy

The BA Creative Brand Communication Foundation programme is structured as follows:

1. History of Art & Advertising
2. Principles of Marketing
3. Language Skills
4. Life Skills
5. Computer Skills
6. Visual Communication

12. 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 one year SMAP (Senior Marketing and Advertising Programme).

For more information consult our website or our Campus Registrars.

13. STUDENT SUPPORT SERVICES

Student support includes a Resource Centre, access to internet, mentoring by academic staff and Campus Registrars, counseling, student exhibitions (showcase), industry contact and Internships (Work-Based Learning).

14. MANAGEMENT AND GOVERNANCE OF THE AAA

DIRECTORS

Marella O'Reilly (Chairperson)

Odette van der Haar

Russell Cory

Krishna Govender

Enver Groenewald

EXECUTIVE DEAN AND HEAD

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

EXECUTIVE DEAN AND HEAD PERSONAL ASSISTANT

Wendy Delporte

FACULTY HEADS

- Johannesburg Campus
 - Cecilia Andrews (Marketing Communication)
 - Harry Kalmer (Creative Brand Communication)
- Cape Town Campus
 - Anthea Whitehead (Marketing Communication)
 - Charles Maggs (Creative Brand Communication)

FINANCIAL DIRECTOR/COMPANY SECRETARY

Russell Cory

CAMPUS ADMINISTRATOR (CAPE TOWN CAMPUS)

Rubeshan Nayager

FACILITIES MANAGER (JOHANNESBURG CAMPUS)

Desmond Tlhagane

15. 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 AAA 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.
- 4.9.5 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
- 4.10.5 is in possession of any AAA keys without permission
- 4.10.6 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 Campus 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 Campus 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 Campus 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 abovementioned 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

