

## **Bachelors of Arts in Marketing Communication**

### **Duration:**

4 Years part-time.

### **Schedule:**

AAA keeps in mind that our part-time students are employed and therefore lectures are scheduled to take place in the evenings from 17h30. Lectures may be scheduled for a Saturday morning from 09h00. The curriculum is designed so that students would attend a maximum of 2 lectures a week.

### **Entry Requirements:**

1. The candidate must have a NSC (National Senior Certificate) with admission into a degree (\* Applicable to those who matriculated before 2008) or a minimum of 24 APS points with pure Mathematics or 25 APS points with Math Literacy (\* Applicable to those who matriculated after 2008).
2. Graduates who have obtained an NQF level 6 Diploma at another institution may qualify for the BA in Marketing Communication and may also apply for recognition of prior learning for modules that they have completed.
3. Interview with the Registrar.

### **What you will achieve:**

After successful completion of the course each graduate will attend a graduation ceremony. A Bachelor of Arts certificate (NQF 7) as well as an IAA (International Advertising Association) certificate will be awarded.

### **Curriculum Break Down:**

#### **Year 1**

1. Principles of Marketing
2. Principles of Communications
3. Presentation & Writing Skills
4. Marketing Communication Issues in Multicultural Markets
5. Principles of Business Management

#### **Year2**

6. Global Marketing & Advertising
7. Entrepreneurship
8. Practice of Marketing
9. Research for Marketing Communications

### **Year3**

10. eMarketing
11. Analytical & Financial Decision Making
12. Integrated Marketing Communications
13. Advertising Production
14. Consumer & Buyer Behaviour

### **Year4**

15. IMC Campaigns
16. Creativity & Problem Solving
17. Marketing & Advertising Planning Process
18. Brand Management, Media Management, Strategic Account Management, Digital Media Marketing (Specialisations)
19. Work Based Learning (Internships)

**For more information on the Bachelor of Arts in Marketing Communication, start dates and fees, please contact:**

**Suvarni Achary (Registrar: Part-time Courses)**

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