



STRATEGIC MARKETING AND ADVERTISING PROGRAMME (SMAP)

Details	Strategic Marketing and Advertising Programme (SMAP)
Level & Duration	Advanced 10 Months, full time
Entry Requirements	<p>In order to be considered for this programme the student needs to have completed a relevant 3-year degree or diploma from an accredited tertiary institution; or have had a minimum of 3 years' relevant industry experience.</p> <p>The applicant will be interviewed by the Faculty Head and, depending on the academic record and type of qualification, may be required to write an entrance examination.</p>
Why one should complete this programme	<p>The Strategic Marketing and Advertising Programme (SMAP) aims to equip the student with the necessary knowledge and skills to function more effectively in the marketing and communications industry. The student will develop competencies, both theoretical and practical, that will allow him/her to approach challenges in the field of marketing communication with confidence. The aim of the programme is to produce a graduate that is 'work ready' from Day One.</p> <p>For graduates entering with a degree or diploma and no work experience, SMAP adds the all-important practical application competency. For those who wish to enter the industry or change career direction, SMAP will broaden their existing expertise.</p> <p>On successful completion of SMAP the AAA guarantees a 4-week internship at a company in the marketing communication industry. In 75% of cases these internships have resulted in permanent employment contracts.</p>

<p>Programme Structure</p>	<p>This module is identical to the 3rd year of study undertaken by the undergraduate full time students and comprises the following full time modules.</p> <p>Marketing and the Advertising Planning Process (MAPP)</p> <p>This is an advanced Module in marketing and communication that is focused on application of knowledge using theory and case study methods of learning and study. The student is taught how to appropriately use the various, previously learned, strategic marketing and communication models.</p> <p>After completing this module you will:</p> <ul style="list-style-type: none"> • Gain an in-depth and holistic knowledge of the marketing planning process and terminology from start to finish • Be exposed to, and be able to evaluate various schools of thought in the areas of marketing, branding and communication • Focus on professional terminology and application used in the ‘real world’ of the marketing communication • Apply theory to case study assignments and assessments. This enables you to demonstrate an understanding of how actions in one system impact on other systems. <p>Creativity and Problem Solving</p> <p>Creativity is the new currency that can provide a strategic advantage. Every facet of business needs creative thinking whether it be in strategy, new product development, consumer insight or in solving business problems.</p> <p>On completion of this module you will:</p> <ul style="list-style-type: none"> • Understand what is meant by creativity • Learn specific techniques that can be applied in creative problem solving • Learn to identify, analyse and appreciate creativity in advertising • Learn how to sell ideas. <p>Advertising Production</p> <p>This module provides non-creative students or managers with an understanding of the processes, techniques, timing and issues when producing TV, radio or print advertising material.</p> <p>On completion of this module you will:</p> <ul style="list-style-type: none"> • Understand the role of the production department in the ad agency • Understand challenges involved in production • Understand the basic elements involved in various production processes such in TV, print, radio, audio, outdoor and new media • Visit a post-production facility and/or a print facility.
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IMC Campaigns

Few academic institutions provide students with the opportunity to experience first-hand the process that is followed in the real world in developing communication campaigns.

On completion of this module you will learn:

- How to receive and interpret a real-life brief from a client
- How to develop a positioning and communication plan
- How to write and deliver a brief that will inspire superior creative work
- How to evaluate the creative response and provide feedback to the creative team
- How to present and gain acceptance for your integrated campaign strategy to the client.

Career-focused Specialisation Modules (Electives)

Students are required to select at least one specialisation in the following areas in order to prepare for a career in advertising or marketing.

The first specialization choice is included in the total fee, subsequent specialisations will be subject to an additional fee, with a substantial discount.

Brand Management

This is an advanced module suitable for those who have 2 or more marketing modules completed. Its focus is on professional brand custodianship so as to ensure an increase in brand health and brand equity. This is an all-important competence for marketers, advertisers and marketing communicators because brands are a company's most valuable asset.

After completing this module you will:

- Understand the role of brands and branding in today's competitive marketplace
- Understand why brands are so important and what they represent to consumers
- Examine how firms should manage these valuable assets
- Identify strategic issues such as design and implementation of marketing programmes and the various activities necessary to build, measure and manage brand equity
- Understand customer-based brand equity and brand positioning
- Understand brand health and how it impacts shareholder value
- Learn how to design marketing programs, implement integrated marketing communications
- Learn how to use brand elements and secondary brand associations to build brands

- Learn how to developing of a brand equity measurement and management system
- Understand how to measure sources and outcomes of brand equity
- Understand how to design and implement branding architecture strategies
- Understand how to name new products and execute brand extensions
- Understand how to manage brands over time and over geographic boundaries and market segments.

Media Management

The optimisation of a media spend is increasingly important especially in light of increasing media fragmentation and complexity. The module is designed and presented by topic experts appointed by the Advertising Media Association of South Africa, the official media organisation of the communication industry.

After completing this module you will:

- Learn about the South African media scene, particularly the classical media options of TV, radio, print, outdoor, cinema
- Learn how these integrate with digital media touchpoints
- Understand how to define the target market and their media consumption habits
- Learn about 'media maths' and how to measure media cost effectiveness
- Learn, using a hands-on approach, how to read rate cards and how to design a media strategy and plan
- Learn how to read and analyse media data used every day by media planners in South Africa
- Be able to identify alternative media and how to be creative in thinking of unusual media options in keeping with brand positioning
- Learn how to make use of sponsorships and relationship marketing.

Strategic Account Management

The account executive is the link between the client and everyone on the ad agency team. He/she ensures that the agency's objectives and values are represented and the account remains profitable. This individual will be a good organiser and a people's person. This is a practical module for anyone in key account or account management in a communications agency.

After completing this module you will:

- Understand how the communication industry is structured and how the various industry associations fit together
- Have a practical knowledge of agency processes
- Understand key strategic planning tools and models commonly used in communication strategy development
- Have a basic understanding of media planning
- Know how to write a clear, single-minded and inspiring creative brief

	<ul style="list-style-type: none"> • Know how to manage interpersonal relationships with clients • Know how to develop and negotiate a fee and Service Level Agreement • Know how to write a clear, single-minded and inspiring creative brief • Know how to manage interpersonal relationships with clients • Know how to budget and manage your client's brand. <p>Digital Media Management</p> <p>This comprehensive Module is presented by topic experts in the digital industry with support from IAB SA – the international professional body of the digital media marketing industry. The Module makes sense of designing, developing, implementing and assessing a digital media marketing strategy that integrates with all other marketing efforts.</p> <p>After completing this module you will:</p> <ul style="list-style-type: none"> • Gain a theoretical foundation and a practical understanding of the strategic tools used in digital media marketing • Understand the digital media marketing process and adapt this knowledge to real issues in the “new” marketplace • Acquire enough knowledge to become proficient in the essentials of digital media marketing and understand how to plan and introduce this modern business-tool into small and large businesses • Be able to design, develop and implement your own digital strategy. <p>WORK BASED LEARNING</p> <p>Students on the SMAP programme who do not have the relevant industry experience are expected to do a four-week internship with an industry employer.</p>
Career possibilities	Depending on the chosen specialisation, students will be able to enter careers in brand management, strategic planning, account management, digital media and marketing and media management within the marketing and marketing communication sectors.
Duration	<p>Johannesburg and Cape Town: February – October 2017, Monday – Friday 09h00 – 16h00. During the second semester students will be required to attend classes on some evenings and/or Saturday mornings. Academic recess is in March/April, June/July and September/October.</p> <p>Internship November/December.</p>

Enquiries	<p>Johannesburg Cecilia Andrews <i>Faculty Head Marketing Communication</i> Email: cecilia@aaaschool.ac.za</p> <p>Charmaine Lechuti <i>Registrar</i> Email: charmaine@aaaschool.ac.za Tel: (011) 781 2772/3 Fax: (011) 781 2796</p>	<p>Cape Town Anthea Whitehead <i>Faculty Head: Marketing Communication</i> Email: anthea@aaaschool.ac.za</p> <p>Druscilla Triegaardt <i>Registrar</i> Email: dru@aaaschool.ac.za</p> <p>Tel: (021) 422 1800 Fax: (021) 422 1827</p>
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INTERNATIONAL ACCREDITATION OF THE AAA

In addition to the direct links with the South African marketing and communicating industries, the AAA School is accredited by the International Advertising Association (IAA) – New York, USA.

CERTIFICATE OF COMPETENCE

On successful completion of the programme (ie attending the modules and passing all assessments) you will receive a certificate of competence from the AAA School of Advertising.

NQF ALIGNMENT

This programme is accredited by the AAA as an Executive Training course. Although it is not an NQF aligned qualification nor registered with SAQA, AAA however deems it to be pitched at NQF Level 7.

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