



MARKETING COMMUNICATIONS FACULTY

APTITUDE TEST

- BA in Marketing Communication
- Diploma in Marketing Communication
- Higher Certificate in Marketing Communication

GETTING TO KNOW YOU

Answer the following questions. Your answer should be typed in 12 pt, should not exceed 2 pages of 1.5 line spacing and should be attached to the back of the Student 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 you believe is effective. It can be on any media or channel.

1. Identify and motivate who you think it is aimed at.
2. What is the ad's main message?
3. Why do you believe it is effective?

Note: attach the ad/screenshot/pic

DECLARATION:

I hereby declare that I, the candidate has completed the Aptitude test unaided

CANDIDATE NAME & SURNAME:

SIGNATURE:

DATE: