



2025

ada school of
advertising

#shapeshifters



Zoe Paulsen



Nthuthuko Mkhize



Nthuthuko Mkhize



Erica Dreyer



Patrick Mentzel

FLIP YOUR HAIR WITH CAUTION



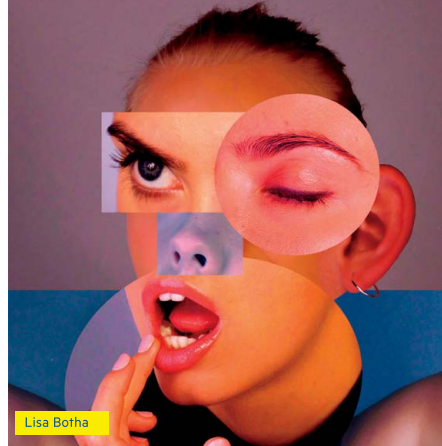
Damiene Van Niekerk

Dark times call for darker solutions

Recommended by 9 out of 10 therapists



Erica Dreyer



Lisa Botha

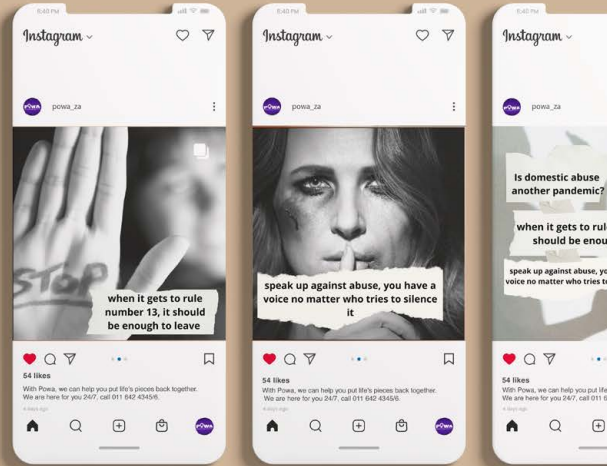
J. Alex



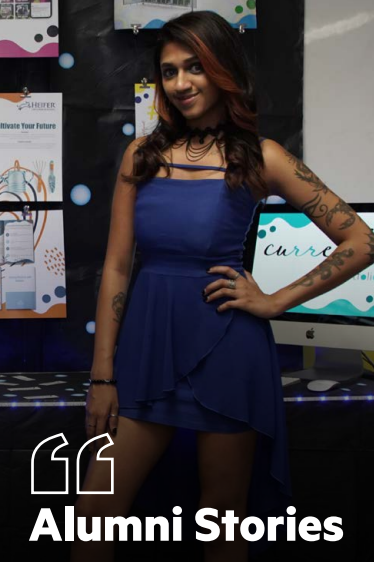
Red Bull TVC Storyboard



Refiloe Riet



Student Work



Kajol Bhartu

I would say the courses drew me to AAA because I haven't found another school that offered Art Direction or the specialisations I was interested in. The offering of Art Direction gave me more of a diverse career path, which meant that I could branch out to a lot of different advertising agencies.



Hloni Sepanya

AAA taught me to dream and action those dreams. My WIL internship experience at Duke taught me how to be a giant and take up even more space – creatively and personally. I enjoyed my time and found the experience to be valuable.



Alumni Stories

Hannah Fuller

My internship experience at Imbella was an overall insightful and positive one. The presentation skills gained in campaign activations helped me stand out to my mentors and solidified my confidence.



Donald Chauke

I enjoyed getting more insight into digital marketing with the AAA. Working as a Senior Brand Consultant has opened my eyes to the rapid growth of marketing, particularly online.



Why study at AAA?

Founded 33 years ago, The AAA School of Advertising has been training the best in the advertising, communication, and marketing industry. AAA's curriculum is designed in collaboration with leading industry professionals, ensuring that students are equipped with the skills and knowledge required to succeed in the industry. Our collaboration with respected bodies such as the International Advertising Association and the Marketing Association of South Africa gives our students legitimacy within the industry beyond the qualification as well as the opportunity to gain practical experience through internships, industry briefs, and real-world projects.

The hands-on experience ensures that graduates are ready to hit the ground running when they enter the workplace.

AAA's close ties to the advertising, communication and marketing industry mean that students have access to a network of industry professionals, including guest lectures, mentorship programmes, and networking events. This provides them with valuable connections to secure employment and advance their careers.



Cape Town Campus



Bryanston Campus

The Marketing Association of South Africa

AAA is a member of the Marketing Association of South Africa (MASA), a group made up of SA's top marketers. Through a variety of initiatives, they promote and support the interaction, growth, and education of marketers. Members are spread out over South Africa and globally.

What does this mean for me?

A marketing student that graduates with AAA will receive a professional designation as an Associate Marketer and will be registered as a member of MASA.



International Advertising Association



AAA is the only academic institution in Africa accredited by the International Advertising Association (IAA). Each qualification is assessed, scored, and benchmarked by the IAA Education Council process. This ensures internationally recognised quality of formal content and teaching as required by the global advertising and communications industry for its students and future young professionals. This means:

- International recognition affording AAA graduates employment globally.
- AAA is represented on the IAA global website giving us global recognition which presents an advantage for all our graduates as that is the platform all global industry brands are a part of.
- Exclusive educational resources to ensure that our students are exposed to all global trends and are being taught relevant skills.
- Access to global industry professionals.
- Award of IAA Certificate of Completion upon graduating.
- Profiling of accredited Academic Experts.
- Promotes industry/academic collaboration.

Work Integrated Learning

Work Integrated learning (WIL) is a key component of the educational programme at the AAA School of Advertising. The purpose of WIL is to provide students with practical, hands-on experience in their chosen field of study so that they can develop the skills, knowledge, and confidence necessary to succeed in the workplace.

At the AAA School of Advertising, WIL takes many forms, including internships, cooperative education placements, and project-based learning opportunities. These experiences allow students to work alongside industry professionals, gaining real-world experience and applying the theories and concepts they have learned in the classroom. Students are able to develop a range of professional skills, such as communication, problem-solving, teamwork, and time management.



Iman Sydow

"I started my WIL experience at Imbella. I was briefed with tasks I have never done before, and it gave me a chance to learn new parts of marketing in a span of a month. The overall experience was amazing and the environment I was working in showed me the exact kind of company I see myself in."

Brent Munro

"Working at the internship was a bit of an eye opener. I've learned many things. In the actual industry you have to be very diligent and meticulous when it comes to capturing a brand image. Overall, it was very insightful."



Campuses

The AAA School of Advertising campuses are designed to create an environment that fosters creativity, innovation, and excellence. Each campus has experienced faculty and industry professionals guiding students, and ultra-modern facilities, including well-equipped classrooms, computer labs with the latest iMacs, a free Adobe license that gives access to the full creative software, and design studios that have helped students to produce award winning work. The campuses also have ample common areas for students to relax, socialise, and collaborate on projects. Whether students choose to study in Johannesburg or Cape Town, each campus is located within the action, surrounded by the best agencies and brands in the business. The locations also create a great student-life balance with malls, cafes, transportation, and the city attraction being just a walking distance away.

AAA Industry Showcase

The Student Showcase is an annual event that celebrates the creative work of students. It provides students with an opportunity to display their work to industry professionals, potential employers, loved ones and the public. The display includes a range of mediums such as print, digital, and experiential advertising campaigns, as well as branding, graphic design, and packaging designs. The highlight of this event is that industry professionals get first choice in providing employment offers to our students during the event.



Marketing Faculty

MARKETING COMMUNICATION

Marketing is the practice of communicating, executing & facilitating an exchange of goods or services between companies and individuals and their customers.

QUALIFICATIONS OFFERED

Qualification	NQF	Duration
Higher Certificate In Marketing Communication	5	1 year
1st Year		
Marketing Management 511 & 512	Information Systems 511 & 512	Business Communication 511 & 512
Business Management 511 & 512	Academic Literacy 500	Popular Culture & Ethics 511 & 512
Basic Numeracy for Marketing 500		
Qualification	NQF	Duration
Higher Certificate in Digital Marketing	5	1 year (online)
1st Year		
Digital Marketing 500	Business Information Systems 511 & 512	Consumer Behaviour 500
Business Management 500	Social Media Marketing 500	E-Commerce 500
Business Communication 500	Mobile Marketing 500	Search Engine Marketing 500
Work Integrated Learning 500		
Qualification	NQF	Duration
Diploma In Marketing Communication	6	3 years
1st Year	2nd Year	3rd Year
Business Communication 512 & 512	Marketing Communication 612 & 612	Digital Marketing 631 & 632
Marketing Management 511 & 512	Marketing Management 621 & 622	Brand Management 631 & 632
Business Management 511 & 512	Consumer Behaviour 621 & 622	Account Management 631 & 632
Information Systems 511 & 512	Digital Marketing 621 & 622	Marketing Management 631 & 632
Popular Culture & Ethics 511 & 512	Marketing Research 621 & 622	Work Integrated Learning 600
Basic Numeracy for Marketing 500	Business Management 621 & 622	Media Planning & Buying 600
Academic Literacy 500		

Qualification	NQF	Duration	
BA Marketing Communication	7	3 years (contact learning) 4 years (online learning)	
1 st Year	2 nd Year	3 rd Year	4 th Year
Business Communication 511 & 512	Marketing Management 621 & 622	Marketing Communication 621 & 622	Marketing & Advertising Planning Process 731 & 732
Marketing Management 511 & 512	Consumer Behaviour 621 & 622	Digital Marketing 621 & 622	Campaign Activations 731 & 732
Marketing Research 511 & 512	Statistics for Marketers 600	Business Ethics 621 & 622	Digital Marketing 731 & 732
Business Management 511 & 512	Information Systems 511 & 512	International Marketing 600	Brand Management 700
Presentation & Writing Skills 500	Advertising Production 600	Media Management 600	Work Integrated Learning 700
Fundamentals of Accounting 500			

Qualification	NQF	Duration
Bachelor of Arts Honours in Digital Marketing	8	1 year (online)
1st Year		
Introduction to Digital Marketing 811	Strategic Digital Marketing 812	Research Report 812
Brand Building 811	Research Methodology 811	Research Report 812
Social Media Marketing (Elective) 811	Social Media Analytics 811	Website and Mobile Marketing 812
Website and Mobile Analytics 812		

Career Possibilities

- Brand Management
- Media Management
- Strategic Account Management
- Digital Marketer
- Marketing Executive
- Advertising Executive
- Advertising Account Executive
- Web Content Executive
- Public Relations Executive
- Social Media Executive
- Digital Marketing Manager
- Social Media Manager
- Content Strategist
- Copywriter
- SEO Specialist
- Email Marketing Specialist
- Fulltime Freelance

Creative Faculty

CREATIVE BRAND COMMUNICATION

Creativity is the art of solving problems with ideas and executions that connect with people to change their thinking and behaviour.

QUALIFICATIONS OFFERED

Qualification	NQF	Duration
Higher Certificate In Visual Communication	5	1 year
1 st Year		
Business Management 500	Creative Ideation and Innovation 500	Fundamentals of Creative Craft 500
Art Direction 511 & 512	Graphic Design 511 & 512	Digital Media 500
Visual Culture 500	Marketing Management 500	

Qualification	NQF	Duration
Diploma In Visual Communication	6	3 years
1 st Year	2 nd Year	3 rd Year
Typography 511 & 512	Marketing Management 621 & 622	Interactive Design 631 & 632
Drawing 500	Photography 500	Digital Marketing 631 & 632
Marketing Management 500	Consumer Behaviour 600	Creative Business Practice 631 & 632
Graphic Design 511 & 512	Print Production 500	Art Direction (Elective) 631 & 632
Digital Media 500	Digital Media 521 & 512	Graphic Design (Elective) 631 & 632
Visual Culture 500	Art Direction (Elective) 621 & 622	Work Based Learning 631 & 632
Art Direction 511 & 512	Graphic Design (Elective) 621 & 622	
	Industry Practice 600	

Qualification	NQF	Duration
BA Creative Brand Communication	7	3 years (contact or online learning)
1 st Year	2 nd Year	3 rd Year
Fundamentals of Creative Craft 500	Digital Media 521 & 522	Campaign Activations 731 & 732
Digital Media 500	Photography 500	Research 700
Marketing Management 500	Consumer Behaviour 600	Graphic Design (Elective) 731 & 732
Visual Culture 500	Industry Practice 600	Art Direction (Elective) 731 & 732
Creative Ideation and Innovation 500	Marketing Communication in Multicultural Markets 600	Copywriting (Elective) 731 & 732
Copywriting (Elective) 511 & 512	Graphic Design (Elective) 621 & 622	Work Integrated Learning 700
Applied Writing (Elective) 511 & 512	Art Direction (Elective) 621 & 622	
Graphic Design (Elective) 511 & 512	Copywriting (Elective) 621 & 622	
Art Direction (Elective) 511 & 512		

Career Possibilities

- User Experience Designer
- Social Media Content Creator
- Art Director
- Creative Director
- Graphic Designer
- Copywriter
- Influencer
- Illustrator

Click below to follow us and see what we get up to on the socials.



Instagram



Facebook



Twitter



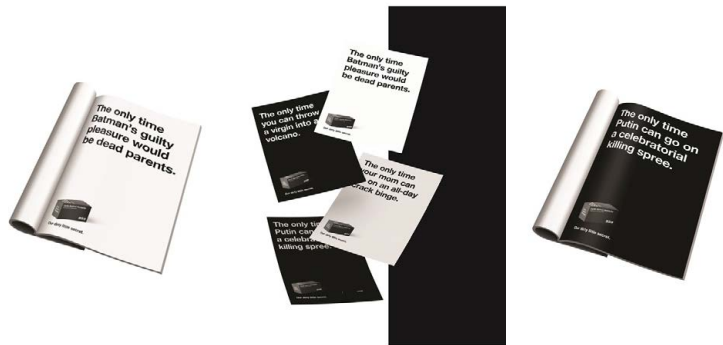
LinkedIn

Awards

LOERIES FINALISTS

01. Our Dirty Little Secret

Zoe Jade Flanagan



LOERIES FINALISTS

03. Awungshoote

Thato Bodigelo, Ostsile Mangope



02. I Don't Need A Man

Anna Sophia Dekker



04. Novelty Design

Teagan de Vries

LOERIES BRONZE WINNER

WINNER



Awards

PENDORING AWARD FINALISTS

01. An Eternal Healing

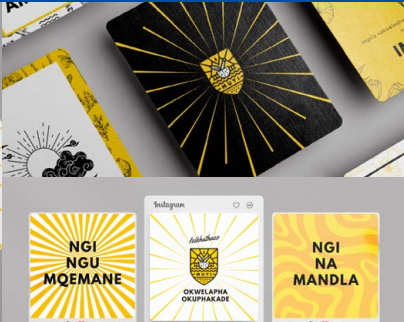
Peter Maluleke



PENDORING AWARD FINALISTS

03. Not your Mbokodo

Lehlohonolo Sepanya, Peter Maluleke & Thato Bodigelo



Mosadi o tshwara thipa ka bogaleng

In an ideal world, women wouldn't have to.

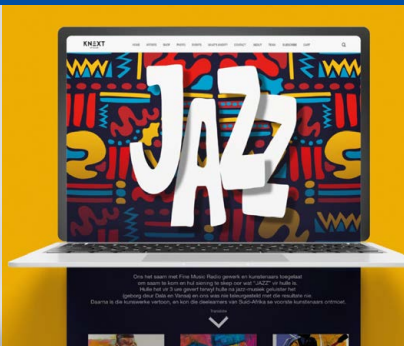
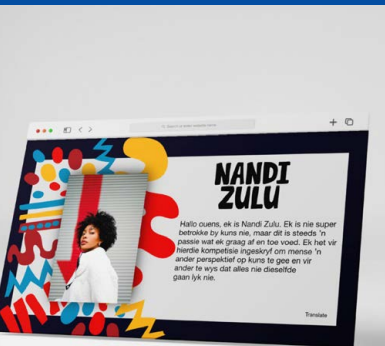


TRANSLATIONS



02. Dag vol Jazz

Ashleigh Templeton



04. Elephantom African

Thato Bodigelo



Shape Shifters Alumni

Here's what our Shape Shifters had to say about how AAA prepared them for work:

Julian

Account Manager,
King James



I'm happy. AAA campaign activations taught me how to position the brand in the marketplace whilst managing the brand's image and reputation over time. This has led me to success in my current position.

Hanna

Junior Community Manager,
Brand Influence



One of your degree's most insightful and valuable experiences will be campaign activations. I really see the value now that I am working

Iman

Junior Account Executive,
Hello FCB



All those mock presentations we had to do at AAA are coming in handy when I'm presenting at work or to a client. It really helped with my delivery skills.

Interested in becoming a dynamic worldly creative or a marketing generalist/specialist?

Fill out your information below and start your journey with AAA today!

LEAVE YOUR DETAILS BELOW:

Name

Surname

School name

Grade

Email address

Cellphone number

Parents name

Parents cellphone

Parents email

Study choice (circle one)

Marketing Communication

Creative Brand Communication

Once completed return to one of our
AAA representatives.

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Bryanston, 2021
(011) 781 2771/2/3

CAPE TOWN

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