



2024

ada school of advertising

#shapeshifters

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Statutory disclosure

Group Holding Company	G10 Holdings
Registered Name:	AAA School of Advertising (Pty) Ltd
Holding Company:	Growth-Ten (Pty) Ltd
Company Registration number:	1990/000371/07
Legal Status:	Private Company
Auditors:	PricewaterhouseCoopers Inc.

Statutory Directors	
S Ferreira	BCom, MBA, GMP
S Ganas	BCom, BCom Hons
S Chengadu	B.Paed, B.Ed, M.Ed, Executive MBA
R Smith	BCom, BCom Hons, CA (SA)

Registered office	
Main Campus: AAA House The Braes Office Park 3 Eaton Avenue Bryanston 2021	Satellite site of Delivery: AAA House 6 th Floor 112 Long Street Cape Town 8001



Create. inspire. Lead.

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.

AAA overview

AAA School of Advertising was established in 1990 by the AAA (Association of Advertising Agencies), the professional body of the advertising industry, which is now known as the Association for Communication and Advertising (ACA).

The AAA School of Advertising was the official higher education institution for the South African advertising industry for over 30 years, with campuses in Johannesburg and Cape Town.

Teaching approach

AAA's approach to teaching focuses on the fundamentals of design, advertising and marketing, while embracing the new technologies and innovations (e.g. digital and mobile media). Students can look forward to working on real briefs found within agencies, providing the much-needed experience of putting theory into practice. Full-time final year students also participate in a four-week internship (Work Integrated Learning) programme to get a first-hand taste of the advertising world.

Why AAA?

Whether you're a student who is passionate about the economy, market trends and cultures that influence them. Whether you love languages and have a passion for Art and Drawing, or whether you're looking to transform your interest in the landscape of business including entrepreneurship, brands, and research about human buying-behaviour – AAA has the right programme tailor-made for you to #ShapeTheWorld – all of which are

accredited by the International Advertising Association (IAA), making us the only institution in Africa with this accreditation. AAA lecturers are respected academics and industry professionals, which results in all students receiving knowledge that is relevant for today's marketing, advertising and design environment. Furthermore, guest speakers and hands-on participation by our teaching experts provides students with the opportunity to interact with, and market themselves among leaders and influential members within the advertising industry. This priceless opportunity that is made available to all AAA students, more often than not, leads to final year students receiving employment offers even before they write their final exams, or while serving their mandatory internships.

At AAA, we encourage creative exploration throughout our learning process, and our best student work is entered for both local and international awards every year.



**Dear Prospective AAA School
of Advertising Student,**

We are thrilled that you have shown interest in the AAA School of Advertising and our programmes, which are designed to help you shape your future.

Higher education is a crucial stepping stone for preparing individuals for the workforce, assisting in securing better job opportunities, and broadly preparing one for success in life. It fosters critical thinking, clear communication, and the ability to thrive in various aspects of well-being.

Student life is a transformative phase where you develop habits, understand people and their emotions, and learn to distinguish between good and bad. It's also a time to recognize the importance of friendships and inclusivity. Embracing different perspectives, reducing discrimination, and fostering acceptance enhance productivity and efficiency, uniting efforts to improve the world.

At the AAA School of Advertising, we are committed to instilling these qualities in our students throughout their academic journey. Whether you are a Strategic Thinker, a Creative, or a Writer, our programmes will equip you to be a disruptor in the marketing, advertising, and creative industries.

For 34 years, the AAA School of Advertising has been dedicated to shaping ethical and innovative leaders in the Advertising and Creative sectors to meet the demands of today's global business environment.

Our rich history of inspiring students to become industry leaders sets us apart in private higher education. This is evident in the numerous awards our students have won, including Loeries, Pendor, Goldpack, Clio, D&AD, and the International L'Oréal Brandstorm award.

Our institution is proud to have industry experts who are passionate about inspiring students like you to achieve success in the industry. With their guidance and expertise, you will discover your true calling and passion. Your hard work and dedication will eventually lead you to make a positive impact on the world.

You are our future!

The AAA School of Advertising and I invite you to join our educational family. Make your dreams come true with a world-class AAA education. Experience what it takes to become a future leader in the marketing, advertising, and design industries at Africa's #1 Ad school. Our alumni, equipped with the tools to #ShapeTheWorld, have won prestigious awards and built successful careers.

Join us on this lifelong adventure as we prepare your mind to become the next groundbreaking Storyteller, Visual Thinker, and Strategic Thinker.

We hope you'll join us in this endeavor.



**Make your dreams come true with
a world-class AAA education.**

A Ramsundra

Avikar Ramsundra
Head of Department

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.



Cape Town Campus



Bryanston Campus

Partnerships

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.

Benefits of an IAA Accredited qualification

- 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.

The Marketing Association of South Africa

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.

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.



The Interactive Advertising Bureau of South Africa

The Interactive Advertising Bureau of South Africa (IAB SA) is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry within South Africa. The IAB SA is a member-driven organisation that promotes digital growth and development in the country.

It provides a platform for advertisers, agencies, publishers, and marketers to engage with each other and share knowledge and best practices.

With the AAA School of Advertising being one of their honorary members, our students benefit in the following ways:

- Access to industry research from the IAB and our partners.
- Participation in different industry-facing committees and councils that create industry standards and best practise.
- Networking with over 160+ leading media & marketing companies.
- First access to new measurement initiatives, technologies, and competitor insights.



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.



welcome to
aaa school
showcase



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."

welcome to the
aaa school
showcase



Student 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.



Creative Awards

For over 30 years, AAA School of Advertising has consistently produced award-winning work, with Pendorring ranking us as the #1 ad school in South Africa for 2020. This has been evident in our success at the internationally acclaimed Clio and D&AD awards as well as the Loeries, Pendorring and Goldpack national awards, amongst others. In 2020 we had an impressive performance at the Loeries and Pendorring Awards with 52 finalists, 4 silver awards and 1 bronze award, and a very talented Graphic Design student also went on to win a much-coveted D&AD Newblood Award – one of the most prestigious awards in the world. In 2023, our students came back swinging with 6 finalists at the Pendorring Awards and 1 finalist at the Loeries.

Marketing Awards

Our alumni class of 2020 dominated the finalist lists in the Western Cape Blood Service #YouthTube Competition, the L'Oréal Brandstorm, and the Supersonic New Generation Awards – some of the nation's biggest Marketing Award stables. In 2023, our students made us proud once again by winning Gold for Overall Student Group of the Year at The New Generation Social & Digital Media Awards. As Africa's #1 ad school, we celebrate the exceptional performances of all our talented students who continue to achieve remarkable results:

Loeries 2022:

18 Entries, 6 Finalists, 1 Bronze Winner

Loeries 2021:

5 Finalists, 1 Bronze Winner

Pendorring 2022:

20 Finalists

Pendorring 2021:

1 Silver Winner, 20 Finalists

New Generation Awards 2023:

Gold Winner of the overall student category

New Generation Awards 2022:

10 Entries into the overall student category
Gold Winner of the overall student category

Loeries 2023:

1 Finalist

Pendorring 2023:

6 Finalists

New Generation Awards 2021:

4 entries into the overall student category
Gold Winner of the overall student category

YouthTube national winners 2020:

Western Cape Blood Service

L'Oréal Brandstrom 2020:

National winners & Placed top 9 in the international comp

L'Oréal Brandstrom 2022:

In 2022, AAA had 3 Student groups who made it to National Semi-Finals,thereafter, 2 student groups who made it through to the National Finals

The Supersonic New Generation 2021 and 2022:

Overall Student Group of the Year Award (national awards)

New Generation Awards 2023:

Ladles of Love Campaign

PREPARED BY :

Hloni Sepanya

BOOBOOBRAND

33 Heron Street
Durbanville, Cape Town
7550

BIG FISH

PROJECT SCHEDULE AND CALL SHEET

Hloni Sepanya

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

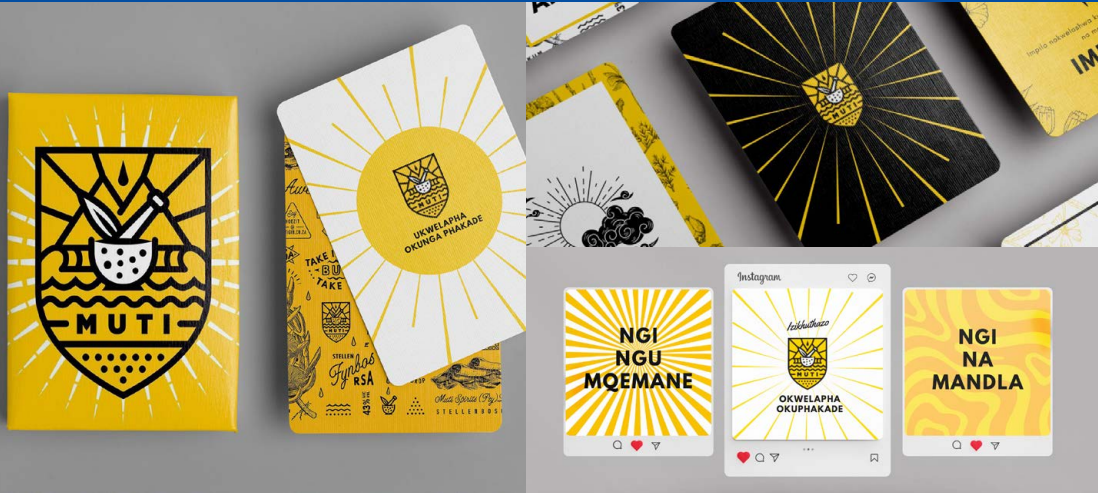


Awards

PENDING AWARD FINALISTS

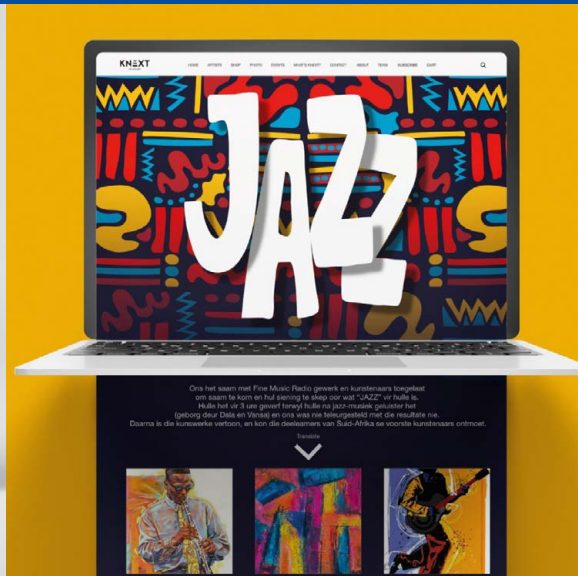
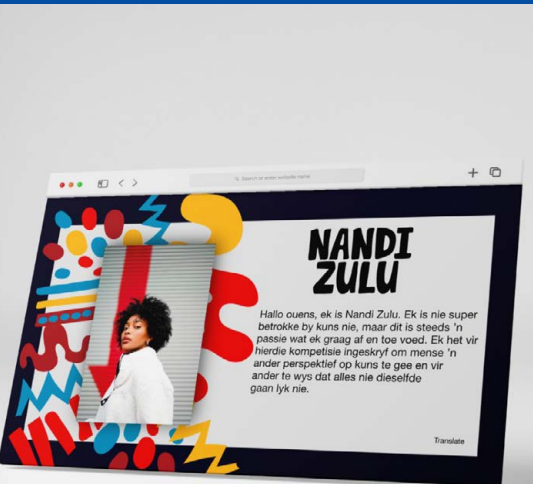
01. An Eternal Healing

Peter Maluleke



02. Dag vol Jazz

Ashleigh Templeton



PENDING 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

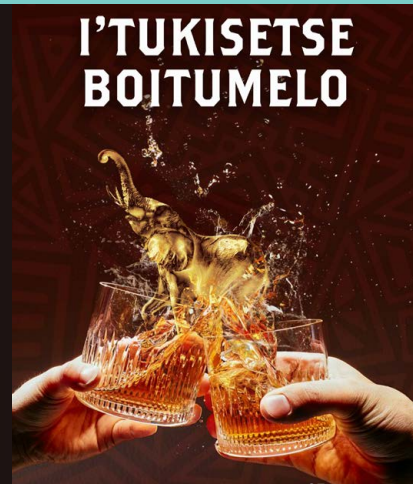


04. Elephantom African

Thato Bodigelo



TRULY SOUTH AFRICAN



LET ELEPHANTOM RUM TAKE YOUR TASTE BUDS ON A DELICIOUS JOURNEY





Zoe Paulsen



Nthuthuko Mkhize

60th issue
 Cover By
 Nthuthuko Mkhize (Thuka)
 Starring
 J Clu
 Photograph By
 Donleo

Student Work

26

MALACHITE FYNBOS GIN

A DRINK IS A DISCOURS WITH THE DRINKER,
 AND A CONVERSATION WITH THE CRAFTER.

Erica Dreyer

Patrick Mentzel

writing your first love letter.

INK IS PERMANENT

BIC Through thick and thin **BIC** Through thick and thin

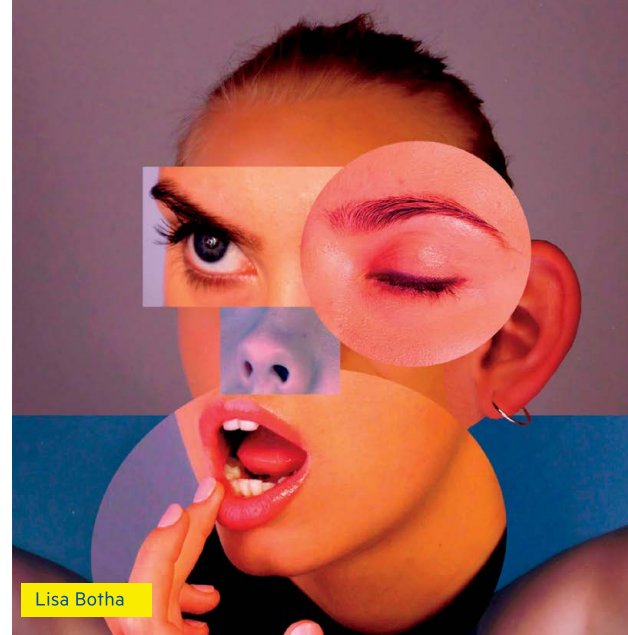
FLIP YOUR HAIR WITH CAUTION



PANTENE
Damien Van Niekerk



Erica Dreyer



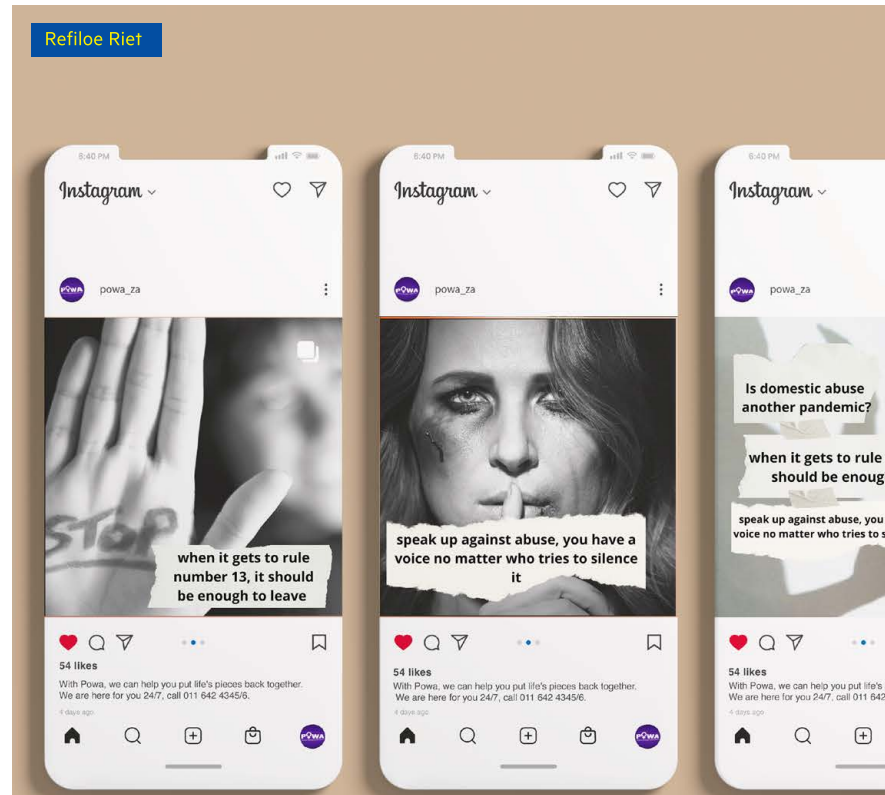
Lisa Botha



Student Work



J. Alex



Refiloe Riet

Qualifications offered

Bachelor of Arts in Marketing Communication **3 years (NQF 7) / SAQA ID: 57638**
 Bachelor of Arts in Marketing Communication (online) **4 years (NQF 7) / SAQA ID: 57638**
 Bachelor of Arts in Creative Brand Communication **3 years (NQF 7) / SAQA ID: 117964**
 Bachelor of Arts in Creative Brand Communication (online) **3 years (NQF 7) / SAQA ID: 57884**
 Diploma in Marketing Communication **3 years (NQF 6) / SAQA ID: 101940**
 Diploma in Visual Communication **3 years (NQF 6) / SAQA ID: 109434**
 Higher Certificate in Marketing Communication **(NQF 5) / SAQA ID: 101587**
 Higher Certificate in Visual Communication **(NQF 5) / SAQA ID: 101589**
 Higher Certificate in Digital Marketing (Online) **(NQF 5) / SAQA ID: 17963**

Admission requirements

Applicants are required to have the appropriate combination of recognised NSC (National Senior Certificate) subjects, as well as certain levels of achievement in matric in these subjects, and the required APS points, as illustrated in the table below.

*Specific admission requirements by qualifications

Qualification	NQF	Duration	Minimum requirements
BA in Marketing Communication (full-time)	7	3 years	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction. 40% for Maths/Maths Literacy.
BA in Marketing Communication (online)	7	4 years	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction. 40% for Maths/Maths Literacy.
BA in Creative Brand Communication	7	3 years	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction. 40% for Maths/Maths Literacy.
BA in Creative Brand Communication (online)	7	3 years	NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction. 40% for Maths/Maths Literacy.
Diploma in Marketing Communication	6	3 years	NSC with Diploma endorsement. APS: 20. 60% for English/Language of Instruction. Passed Maths/Maths Literacy.
Diploma in Visual Communication	6	3 years	NSC with Diploma endorsement. APS: 20. Passed in Maths/Maths Literacy.
Higher Certificate in Marketing Communication	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.
Higher Certificate in Visual Communication	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.
Higher Certificate in Digital Marketing (online)	5	1 year	NSC with Higher Certificate endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.

APS Scale	7	6	5	4	3	2	1
Percentage	80-100%	70-79%	60-69%	50-59%	40-49%	30-39%	0-29%

*Mature Age Exemption: Candidates who have attempted Matric/Grade 12, reached the age of 23 before or during the first year of Registration may be considered for admission. Work experience may also be considered for recognition of prior learning (RPL).

RPL, exemptions and applications for credits:

A maximum of up to 50% of the credits of a completed qualification can be transferred to a qualification at the Institution from another institution - however this is at the discretion and therefore can only be authorised by the Dean of the specific Faculty that convenes the programme/qualification that the student is applying for. Please note, no electives or final year modules will be credited.

For more information on our recognition of prior learning policy please **click on the button below**. You will be taken to our policies page on our website.

[CLICK HERE](#)



We know that you, the student, will be the most crucial factor in your development as an aspiring industry professional. You'll find out what your true calling is.

Josh Wallen
Head of Department

Note:

1. All current students will comply with their existing payment plans.
2. Non-South African residents must pay the full tuition fee by the beginning of the school year.
3. On written acceptance a registration and a non-refundable application fee are required to secure admission. This amount must be paid and it will be credited against your tuition fees, should you become a registered student.
4. Each year the AAA School Board will decide on any escalation of fees.
5. Non-payment of the tuition fees can result in deregistration as per our Enrollment Agreement and may prevent you from access into the campus and to attend lecturers.
6. Fees are not refunded in the case of cancellation of studies during the academic year.

Bursary applications

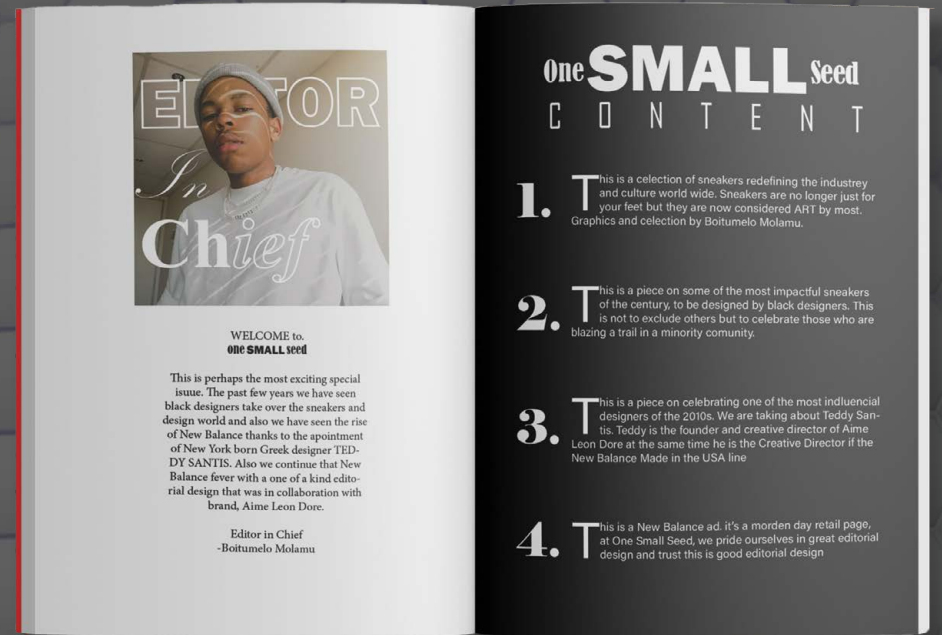
AAA School of Advertising partnered with Student Hero and various educational funding providers to help you learn about, apply or pre-qualify for the different options to fund tertiary education from a single platform and at zero cost to you. Visit aaaschool.ac.za to apply.

Banking details

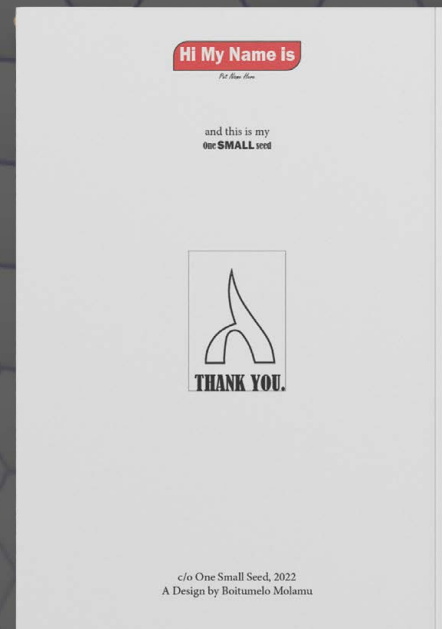
The AAA School of Advertising
 Standard Bank
 Business Current Account
 Account Number: 220387915
 Branch Code: 018005

Student loans and funding

Occasionally, bursaries are awarded to the AAA by the Industry. All applications are submitted directly to the bursary-awarding institution.



Boitumelo Molamu



Marketing


Marketing is the practice of communicating, executing and facilitating an exchange of goods or services between companies and individuals and their customers. AAA School's Faculty of Marketing Communication gives students a number of possible careers that are challenging and rewarding.

Alice Gachuhi




"I'M A WOMAN OF FEW WORDS
BUT LOTS OF ACTION."
- MAE WEST

Mae West



ASTON MARTIN DBX



"I LOVE EVERYTHING
THAT'S BEAUTIFUL."
- URSULA ANDRESS

Ursula Andress



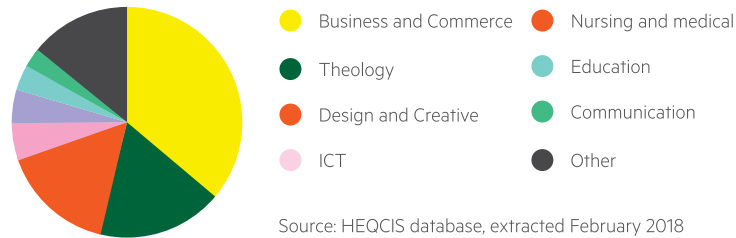
ASTON MARTIN DB5



Otsile Mangope

Faculty of Marketing Communication

The Council on Higher Education has identified that Design and Creative Arts programmes are offered by 35% of accredited higher education institutions in South Africa.



Source: HEQCIS database, extracted February 2018

Top 10 career possibilities:

1. Marketing Communications Manager

As a marketing communications manager, you would be responsible for creating and executing marketing campaigns that align with the overall marketing strategy of the company. You would oversee all aspects of the marketing communications process, from branding and messaging to advertising and public relations.

2. Public Relations Specialist

Public relations specialists help organizations build and maintain positive relationships with the media and the public. They develop and execute PR campaigns that promote the company's brand and reputation, manage media inquiries, and create and distribute press releases.

3. Content Marketing Manager

Content marketing managers are responsible for creating and executing content marketing strategies, including developing content that engages and educates customers. They oversee the production of blog posts, articles, videos, social media content, and other materials that communicate the company's brand message.

4. Social Media Manager

Content marketing managers are responsible for creating and executing content marketing strategies, including developing content that engages and educates customers. They oversee the production of blog posts, articles, videos, social media content, and other materials that communicate the company's brand message.

5. Marketing Analyst

Marketing analysts collect and analyze data on customer behavior, market trends, and the effectiveness of marketing campaigns. They use this data to inform marketing strategies, develop customer profiles, and identify new marketing opportunities.

6. Advertising Account Executive

Advertising account executives work with clients to create and execute advertising campaigns. They develop advertising strategies, create ad campaigns, and work with media outlets to place ads. They also track the effectiveness of their campaigns and adjust strategies as needed.



Investigate Innovate. & then communicate.

George Farris

7. Brand Manager

Brand managers oversee a company's brand strategy, ensuring that all messaging and marketing materials are consistent with the company's brand identity. They develop brand guidelines, monitor brand performance, and work with marketing teams to develop new marketing campaigns.

8. Market Researcher

Market researchers conduct research on customer behavior and market trends to inform marketing strategies. They gather data through surveys, focus groups, and other research methods, and use this data to develop insights into consumer behavior and preferences.

9. Digital Media Marketer

Responsible for creating and executing digital marketing campaigns that promote a company's brand and products/services through various digital channels. They use digital platforms such as social media, search engines, email, and websites to connect with customers and increase brand awareness. Digital media marketers develop strategies, create content, and analyze data to optimize their campaigns and improve their effectiveness. They are also responsible for managing advertising budgets and collaborating with other teams to ensure consistency in brand messaging and

overall marketing strategy. With the increasing importance of digital marketing in today's business landscape, digital media marketers are in high demand and play a critical role in helping businesses reach their marketing goals.

10. Social Media Marketer

Responsible for creating and executing social media marketing campaigns that promote a company's brand, products/services, and engage with its audience on social media platforms. They use various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others to create content that resonates with the target audience and increases brand awareness. Social media marketers develop strategies, create content, monitor social media metrics, and analyze data to optimize their campaigns and improve their effectiveness. They are also responsible for managing advertising budgets, responding to customer inquiries, and collaborating with other teams to ensure consistency in brand messaging and overall marketing strategy. As social media platforms continue to gain importance in modern-day communication, social media marketers play a vital role in helping businesses connect with their audience and achieve their marketing goals.

Bachelor of Arts in Marketing Communication NQF 7 (contact learning)

SAQA ID: 57638

3 YEARS

CREDITS: 360

If you are a born communicator with strong interpersonal skills, this degree will bring out the Brand, Media or Digital Manager in you. You will learn the fundamentals of marketing from research and branding to client communication. You will be equipped to be the brainchild behind the marketing of a brand, where it is placed, what messages are conveyed and so much more. You will also ensure the brand increases its ROI, profitability, customer loyalty and always stays ahead of its competitors. You will manage the budgets and analyse the results of your marketing efforts.

The dynamics of the marketing and advertising planning process in theory are provided by means of sound strategic thinking and hands-on application. Practical brand/organisational experiences are integrated for a deeper industry understanding.

During the final year, students are challenged to change their entrenched thought processes. This consists of a number of real-life campaigns where strategy development, research, analytical and lateral thinking, and creative executions are experienced within a simulated advertising agency environment.

FIRST YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Business Communication 511	10	5	Business Communication 512	10	5
Marketing Management 511	10	5	Marketing Management 512	10	5
Marketing Research 511	10	5	Marketing Research 512	10	5
Business Management 511	10	5	Business Management 512	10	5
Information Systems 511	10	5	Information Systems 512	10	5
Presentation and Writing Skills 500	10	5	Fundamentals of Accounting 500	10	5
Total	60		Total	60	



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to find out more

SECOND YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 621	10	6	Marketing Management 622	10	6
Marketing Communication 621	10	6	Marketing Communication 622	10	6
Consumer Behaviour 621	10	6	Consumer Behaviour 622	10	6
Digital Marketing 621	10	6	Digital Marketing 622	10	6
Business Ethics 621	10	6	Business Ethics 622	10	6
Statistics for Marketers 600	10	6	Advertising Production 600	10	6
Total	60		Total	60	

THIRD YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing and Advertising Planning Process 731	15	7	Marketing and Advertising Planning Process 732	15	7
Campaign Activations 731	10	7	Campaign Activations 732	10	7
Digital Marketing 731	10	7	Digital Marketing 732	10	7
Brand Management 700	10	7	Media Management 700	10	7
International Marketing 700	10	7	Work Integrated Learning (WIL) 700	20	7
Total	55		Total	65	

Internship (Work Integrated Learning)

All final year students will embark on a compulsory, structured and monitored Internship programme within the advertising, marketing, media, digital marketing or communication industry.

Bachelor of Arts in Marketing Communication NQF 7 (online)

SAQA ID: 57638

4 YEARS

CREDITS: 360

The online version of this programme is available for the working professional and is spread over four years.

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Business Communication 511	10	5	Business Communication 512	10	5
Marketing Management 511	10	5	Marketing Management 512	10	5
Marketing Research 511	10	5	Marketing Research 512	10	5
Business Management 511	10	5	Business Management 512	10	5
Presentation and Writing Skills 500	10	5	Fundamentals of Accounting 500	10	5
Total	50		Total	50	

SECOND YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 621	10	6	Marketing Management 622	10	6
Consumer Behaviour 621	10	6	Consumer Behaviour 622	10	6
Statistics for Marketers 600	10	6	Advertising Production 600	10	6
Information System 511	10	5	Information Systems 512	10	5
Total	40		Total	40	

THIRD YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Communication 621	10	6	Marketing Communication 622	10	6
Digital Marketing 621	10	6	Digital Marketing 622	10	6
Business Ethics 621	10	6	Business Ethics 622	10	6
International Marketing 700	10	7	Media Management 700	10	7
Total	40		Total	40	

FOURTH YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing and Advertising Planning Process 731	15	7	Marketing and Advertising Planning Process 732	15	7
Campaign Activations 731	10	7	Campaign Activations 732	10	7
Digital Marketing 731	10	7	Digital Marketing 732	10	7
Brand Management 700	10	7	Work Integrated Learning (WIL) 700	20	7
Total	45		Total	55	

Internship (Work Integrated Learning)

All final year students will embark on a compulsory, structured and monitored Internship programme within the advertising, marketing, media, digital marketing or communication industry.



Scan the QR Code
to find out more

Diploma in Marketing Communication NQF 6 (contact learning)

SAQA ID: 101940

3 YEARS

CREDITS: 360

This programme is designed for people who want to pursue a career in the marketing and communications industry and enter the industry being work-ready. It is a knowledge-based skills development programme of relevance to the industry, aimed at achieving the required competency for further workplace training or academic advancement. In addition to providing fundamental discipline-specific knowledge, this programme will contribute to further developing life and employment skills, which can ensure that the students are work ready and easily employable.

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Business Communication 511	10	5	Business Communication 512	10	5
Marketing Management 511	10	5	Marketing Management 512	10	5
Information Systems 511	10	5	Information Systems 512	10	5
Business Management 511	10	5	Business Management 512	10	5
Popular Culture and Ethics 511	10	5	Popular Culture and Ethics 512	10	5
Academic Literacy 500	10	5	Basic Numeracy for Marketing 500	10	5
Total	60		Total	60	



Scan the QR Code
to find out more

SECOND YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 621	10	6	Marketing Management 622	10	6
Business Management 621	10	6	Business Management 622	10	6
Digital Marketing 621	10	6	Digital Marketing 622	10	6
Consumer Behaviour 621	10	6	Consumer Behaviour 622	10	6
Marketing Research 621	10	6	Marketing Research 622	10	6
Marketing Communication 621	10	6	Marketing Communication 622	10	6
Total	60		Total	60	

THIRD YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 631	10	6	Marketing Management 632	10	6
Digital Marketing 631	10	6	Digital Marketing 632	10	6
Brand Management 631	10	6	Brand Management 632	10	6
Account Management 631	10	6	Account Management 632	10	6
Media Planning and Buying 600	20	6	Work Integrated Learning (WIL) 600	20	6
Total	60		Total	60	

Higher Certificate in Marketing Communication NQF 5 (contact learning)

SAQA ID: 101587

1 YEAR

CREDITS: 120

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 511	10	5	Marketing Management 512	10	5
Business Management 511	10	5	Business Management 512	10	5
Business Communication 511	10	5	Business Communication 512	10	5
Information Systems 511	10	5	Information Systems 512	10	5
Popular Culture and Ethics 511	10	5	Popular Culture and Ethics 512	10	5
Academic Literacy 500	10	5	Basic Numeracy for Marketing 500	10	5
Total	60		Total	60	



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to find out more

Higher Certificate in Digital Marketing NQF 5 (online)

SAQA ID: 17963

1 YEAR

CREDITS: 120

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Digital Marketing 500	10	5	E-Commerce 500	10	5
Business Management 500	10	5	Search Engine Marketing 500	10	5
Business Communication 500	10	5	Digital Marketing Strategy 500	10	5
Social Media Marketing 500	10	5	Business Information Systems 511 & 512	10	5
Consumer Behaviour 500	10	5	Mobile Marketing 500	10	5
			Work Integrated Learning (WIL) 500	10	5
Total	50		Total	70	



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to find out more

POSTGRADUATE STUDIES

BACHELOR OF ARTS HONOURS IN DIGITAL MARKETING (NQF LEVEL 8)

The digital marketing industry continues to grow at a rapid rate because of the proliferation of ICTs. With roughly 1.3 billion businesses in South Africa, and with the digital divide narrowing down as the country aligns itself with the global village, there are myriads of corporates, agencies, entrepreneurs and individuals who are in dire need of digital upskilling to empower themselves and future-proof their careers. Our vision is to respond to the constantly evolving social and management needs within the business sector, therefore addressing the triple challenges of unemployment, poverty, and inequality in society.

Until recently, the institution had delivered mostly contact and distance learning undergraduate programmes, along with the addition of short courses. This in effect denied access and opportunity to many prospective students who would not only have liked to continue their studies at the AAA School of Advertising, but also find the appropriate post-graduate qualification, and those who could not study full-time, or lived far away from the campuses. This distance learning honours degree will develop industry-ready students who can be productively employed in a dynamic profession. Furthermore, they can engage in self-employment opportunities as entrepreneurs or specialists in their elective fields.

The study of a digital marketing degree at the postgraduate level is more than just the attainment of an academic qualification. It provides a contemporary offering to grow and develop as an individual and as a marketing professional, equipping students with innovative and accountable brand-building strategies. This course is carefully curated to gain traction in a larger target market, to not only provide niche market skills and knowledge but also that it can be done at a distance without losing the insight and practical experience full and part-time courses offer. In addition to providing fundamental discipline-specific knowledge, this programme will stimulate independent critical thinking skills, problem-solving motives, self-study and research-driven objectives.

The successful graduates will contribute significantly to alleviate shortages experienced in the marketing and communication industry in South Africa, as presented in the SETA Scarce and Critical Skills Guide. Mastering the competencies associated with digital marketing, brand building, brand management, research methodology, and research report writing. Competencies one needs to fully succeed within the world of advertising, marketing and communications today.

We wish you the best of luck on this new academic journey and hope to see you thriving in the world of digital marketing soon!



Bachelor of Arts Honours in Digital Marketing

NQF LEVEL 8

1 YEAR

MIN CREDITS: 120

Entry Requirements:

The minimum entry requirements set out for degree studies as legislated by the Department of Education & Training do not guarantee an applicant admission to the BA Hons Digital Marketing degree in any programme at the AAA School of Advertising. The applicants must have completed an undergraduate qualification on NQF level 7.

Integrated assessment:

Assessments should be carried out following the institution's Assessment Policy, which says that competency assessment is an important aspect of the program. Assessment occurs throughout the qualification as a means of tracking learning progress, identifying areas for remedial intervention, and directing individual learners toward additional study. Summative evaluation is used to assess competence in terms of accomplishing all outcomes at the end of each module and for the entire qualification.

At the fundamental, intermediate, and advanced levels, a combination of appropriate formative and summative evaluation approaches is used. Tests, examinations, and research projects are examples of these. Additionally, learners' learning progress will be assessed through presentations made during workshops. Since the execution of research-based assessments necessitates the integration of theory and the application of knowledge and skills, assessment practice will be undertaken similarly as much as practicable. This means that evaluation methods will be appropriate for evaluating mastery of knowledge as well as the ability to apply knowledge, either separately or in combination.

Each module will have formative and summative assessments. The formative assessments will be weighted 60% and the summative assessment 40%. To be credited for a module, the student will need to attain an average of 50%. For the student to attempt the summative assessment, the student will need to obtain a minimum of 40% for the combined formative assessments throughout the semester.

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Introduction to Digital Marketing 811	15	8	Strategic Digital Marketing 812	15	8
Brand Building 811	15	8	Brand Management 812	15	8
Research Methodology 811	15	8	Research Report 812	20	8
ELECTIVE MODULES (Choose one only)			ELECTIVE MODULES (Choose one only)		
Modules	Credits	NQF	Modules	Credits	NQF
Social Media Marketing 811	15	8	Website and Mobile Marketing 812	15	8
Social Media Analytics 811	15	8	Website and Mobile Analytics 812	10	8
Total	55		Total	55	



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Career Possibilities:

- Digital Marketing Manager
- Social Media Manager
- Content Strategist
- Copywriter
- SEO Specialist
- Email Marketing Specialist
- Fulltime Freelancer

Creative

Creativity is the art of solving problems with ideas.
Creative Brand Communication at AAA opens the door to careers in Art Direction, Graphic Design and Copywriting.



Luke Earl

TOUCHPOINT #2 social media



Faculty of Creative Brand Communication

The council on Higher Education has identified that Design and Creative Arts programmes are offered by 35% of accredited higher education institutions in South Africa.

Creative Brand Communication

Career options are changing with increased digital integration, however, key careers include:

1. Art Director

Art Directors are directly involved in the creation of advertisements. Working in a team together with Copywriters, you will learn about the particular product and conceptualise the campaign or commercial. Your specialised skills will come into play when executing the advertisements, as Art Directors are responsible for visual elements. Aspects such as the choice of imagery, layout and typography are of great importance. When working on a television spot, the drawing up of a storyboard becomes your challenge and 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 and a visualiser. Art Directors use their expertise in marketing and advertising in order to communicate their ideas in all forms of media, whether it is digital, electronic, ambient or print.

2. Graphic Designer

Graphic Design is the art of communicating visually. A Graphic Designer uses a toolkit of graphic elements, visuals, type and text, symbols, colour and texture to create a distinctive design that communicates information in an original and memorable way. Great design is not just pretty pictures but is relevant to the client's objective, their brand and its audience. The quest is to develop a comprehensive range of skills, both traditional and electronic, in order to bring creative ideas to life that inform, affect and persuade the defined target audience.

3. Copywriter

Copywriters are skilled with words, storytellers, entertainers, wordsmiths and amateur philosophers. Concepts are magically transformed into catchy pay-off lines, witty, gritty and always authentic. Working in a team together with Art Directors or Designers, you will learn about the particular product and conceptualise the campaign or commercial. Copywriters write and review and write again. It helps to be a little crazy, a deep thinker, an observer of life, with a dash of eccentricity and a smidgen of hip. Copywriters write for social media, radio, TV, print media and that latest trendy billboard. Yep, a Copywriter wrote that too. If you find yourself scribbling out ideas with an eyeliner on a serviette in a nightclub, or whispering poetry into your phone at 3am, you may just be a copywriter.

Design is so simple, that's why it's so complicated.

Paul Rand



Bachelor of Arts in Creative Brand Communication NQF 7 (contact learning or online)

SAQA ID: 117964	3 YEARS	CREDITS: 360
SAQA ONLINE ID: 57884	3 YEARS	CREDITS: 360

This degree will shape your creative mind. You'll learn how to apply different techniques and methods to a problem in order to come up with a big idea and ultimately, a winning creative solution. Whether you are an Art Director, a Graphic Designer or a Copywriter, learning how to think conceptually and taking that thought through to an execution – be it in pictures, symbols or words – is where we'll build the skills you need to put you ahead of the pack and make sure you're industry-ready. As a creative, your job is to communicate ideas, feelings and stories and if your work makes people stop and think, shed a tear or laugh out loud, you've cracked it.

FIRST YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Fundamentals of Creative Craft 500	15	5	Visual Culture 500	15	5
Digital Media 500	15	5	Creative Ideation and Innovation 500	15	5
Marketing Management 500	10	5			
ELECTIVE 1			ELECTIVE 1		
Copywriting 511	10	5	Copywriting 512	15	5
Applied Writing 511	10	5	Applied Writing 512	15	5
ELECTIVE 2			ELECTIVE 2		
Graphic Design 511	10	5	Graphic Design 512	15	5
Art Direction 511	10	5	Art Direction 512	15	5
Total	60		Total	60	

SECOND YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Digital Media 521	10	5	Digital Media 522	10	5
Photography 500	10	5	Industry Practice 600	10	6
Consumer Behaviour 600	10	6	MCIMM 600	10	6
ELECTIVES (choose 1)			ELECTIVES (choose 1)		
Art Direction 621	30	6	Art Direction 622	30	6
Graphic Design 621	30	6	Graphic Design 622	30	6
Copywriting 621	30	6	Copywriting 622	30	6
Total	60		Total	60	

THIRD YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Campaign Activations 731	10	7	Campaign Activations 732	10	7
Research 700	10	7	Work Integrated Learning (WIL) 700	20	7
ELECTIVES (choose 1)			ELECTIVES (choose 1)		
Art Direction 731	40	7	Art Direction 732	30	7
Graphic Design 731	40	7	Graphic Design 732	30	7
Copywriting 731	40	7	Copywriting 732	30	7
Total	60		Total	60	

Internship (Work Integrated Learning)

All final year students will embark on a compulsory, structured and monitored Internship programme within the advertising, design, media, digital marketing or communication industry.



Scan the QR Code to find out more

Diploma in Visual Communication

NQF 6 (contact learning)

SAQA ID: 109434

3 YEARS

CREDITS: 360

This programme is designed for people who want to pursue an applied, practice and career-oriented qualification, which will enable them to hit the road running when they enter the job market. In addition to having a strong practical component integrated into most theoretical modules, the students will be mentored by both their lecturers as well as industry gurus who provide their services regularly. Moreover, the intensive work-based learning programme in third year is designed so that students get real-life assignments and are exposed to the real world, rather than a simulated environment. Therefore, upon completion of the programme, diploma students are highly work-ready and most will be offered permanent employment, as is the case presently with our degree graduates.

FIRST YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Typography 511	10	5	Typography 512	10	5
Digital Media 500	10	5	Visual Culture 500	15	5
Marketing Management 500	10	5	Drawing 500	15	5
Graphic Design 511	10	5	Graphic Design 512	15	5
Art Direction 511	10	5	Art Direction 512	15	5
Total	50		Total	70	



Scan the QR Code to find out more

SECOND YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Marketing Management 621	10	6	Marketing Management 622	10	6
Photography 500	10	5	Print Production 500	15	5
Consumer Behaviour 600	10	6	Industry Practice 600	10	6
Digital Media 521	10	6	Digital Media 522	15	6
ELECTIVES (choose 1)			ELECTIVES (choose 1)		
Art Direction 621	15	6	Art Direction 622	15	6
Graphic Design 621	15	6	Graphic Design 622	15	6
Total	55		Total	65	

THIRD YEAR

SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Interactive Design 631	10	6	Interactive Design 632	10	6
Digital Marketing 631	10	6	Digital Marketing 632	10	6
Creative Business Practice 631	10	6	Creative Business Practice 632	10	6
Work Based Learning (WBL) 631	15	6	Work Based Learning (WBL) 632	15	6
ELECTIVES (choose 1)			ELECTIVES (choose 1)		
Art Direction 631	15	6	Art Direction 632	15	6
Graphic Design 631	15	6	Graphic Design 632	15	6
Total	60		Total	60	

Higher Certificate in Visual Communication NQF 5 (contact learning)

SAQA ID: 101589

1 YEAR

CREDITS: 120

Visual communication is one of the most important ways that people communicate and share information. This programme is aimed at individuals who would like to enter the marketing and communications industry, and be employed in a small-sized design or advertising agency, perform basic design and art direction functions. In addition to providing fundamental discipline-specific knowledge, this programme will contribute to further developing life and employment skills, which can make up for the deficiencies of the school system.

FIRST YEAR					
SEMESTER 1			SEMESTER 2		
Modules	Credits	NQF	Modules	Credits	NQF
Graphic Design 511	10	5	Graphic Design 512	10	5
Art Direction 511	10	5	Art Direction 512	10	5
Fundamentals of Creative Craft 500	15	5	Visual Culture 500	15	5
Digital Media 500	15	5	Creative Ideation and Innovation 500	15	5
Marketing Management 500	10	5	Business Management 500	10	5
Total	60		Total	60	



Scan the QR Code to find out more



Simone Asaram





Kajol Bhartu

Class of 2023
BA in Creative Brand Communications
Junior Community Manager at Brand Influence

My experience at AAA was amazing. I learnt that creativity doesn't take one path, it is an endless set of paths that you get to create yourself. Our job as designers is to communicate visually, so we must take a step back and remember that although we need to pay the bills and tell story after story, we must also share our own. Creating something you can feel equally passionate about.



Hannah Fuller

Class of 2022
BA in Marketing Communications
Junior Community Manager at Brand Influence

My internship experience at Imbella was an overall insightful and positive one. AAA placed me and it exposed me to an array of talented minds in the industry, who inspired me and my goals for the future. Managing the go to market retail location strategy was something I felt might be out of my depth, but the work I completed at AAA over my three years came in very useful. The presentation skills gained in Campaign Activations helped me stand out to my mentors and solidified my confidence. The support and guidance from AAA over the three-year degree made sure I was more than capable to complete any task given to me.



Donald Chauke

Class of 2023
Higher Certificate in Digital Marketing
Senior brand consultant at HKLM Branding

My AAA WIL internship was a great experience. The WIL module was a good way to prepare us for what was coming with applying for future positions and helped me understand how to tackle a sometimes-daunting aspect of finishing university, finding and ascertaining meaningful employment. Interning at Imbella was a challenge at first due to being out of my comfort zone with my skills and strengths in my position, however, collaboration between our mentors helped me find my feet and they taught me how to navigate and work in a new area of expertise. The experience was very rewarding allowing me to get my first taste of industry and corporate experience, which has excited me to continue my career.



Iman Sydow

Class of 2022
BA in Marketing Communications
Junior Account Executive at FCB Africa

I started my WIL experience in October with the help of AAA, I was placed at Imbella. Before I started the internship, I was nervous at first and on the first day felt a bit out of place as the rest of the team was experiencing in their workplace. As the days went by, I started finding my place in the company and showcasing my strengths and abilities. 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

Class of 2022
BA in Creative Brand Communications

Working at the internship was a bit of an eye opener. I've learned many things in the process industry. Compared to college, where you're vaguely taught to work with brands, in the actual industry you have to be very diligent and meticulous when it comes to capturing a brand image. Also, compared to working in college, where your kind of be more relaxed with the work you make and be content with getting up to 70% for your work, working in the actual industry you have to pump out work that would get a 90% in college and do it faster. Overall, it was very insightful working for an actual brand and has taught me many things. WIL did help me in a few scenarios. I was asked some of the exact same questions that we were asked in WIL such as 'where do you see yourself in 5 years?', 'what do you think of the company?' etc. so learning those beforehand helped me out a lot.



Hloni Sepanya

Class of 2022
BA in Creative Brand Communications
Junior Art Director at Accenture Song

Upon reflection, my internship at Duke Group was incredibly challenging but not for reasons you would expect. I was selected to intern amongst the most talented and revered students in advertising. What I experienced was intensive, competitive environment and in that way, I came out a more agile and fierce Art Director. Being at Duke challenged my thinking, my process and how I view myself. I feel as though I can walk with my head held higher and that I am even more qualified than I was before entering those doors. AAA taught me to dream and action those dreams, 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.

Unlimited free access to digital libraries

AAA School of Advertising subscribes to several electronic journals (e-journals), electronic case studies (e-cases), electronic books (e-books), electronic magazines (e-magazines) and electronic newspapers (e-newspapers) from leading publishers such as EBSCO, Elsevier (ScienceDirect), Emerald Publishing, Springer Nature and PressReader.



PressReader offers unlimited digital access to over 4,000 top newspapers and more than 3,000 magazines from around the world. Students choose from full-version, current-day content in 60+ languages from more than 100 countries. Students can enjoy reading the world's newspapers and magazines the way they want to receive them – in downloads, online, or on their mobile device, tablet or eReader – wherever they live, travel, work or play.

Discover this unparalleled resource for accelerating research and learning for students, researchers and professionals. SpringerNature hosts the world's largest collection of Science, Technology, Humanities and Social Sciences collection of e-books, which include critical, relevant content for students and continual access with archival rights. Students at AAA have no limit on user access and downloads which may be accessed anytime, anywhere and on any device.

SPRINGER NATURE

Emerald Publishing is a global publisher providing the highest quality, peer-reviewed research. With over 50 years' experience, Emerald manages a portfolio of over 300 e-Journals. Journal articles can be downloaded and shared with students. The institution subscribes to the e-Journal Premier Collection and the Emerging Markets e-Case Studies.



EBSCO is the leading provider of research databases, e-journals, magazine subscriptions, e-books and discovery service to libraries of all kinds. The institution has access to Business Source Complete which is a research database that provides access to peer-reviewed journals, e-books, case studies, company profiles, conference papers, industry reports, market research reports, SWOT analyses and working papers.



ScienceDirect

The institution has perpetual access to the Elsevier ScienceDirect e-book collection. The e-book collection consists of the following subject areas: Computer Science, Business, Management, Hospitality and Tourism, Finance, Media Technology, Medicine and Dentistry.



Key regulatory disclosures

Language policy

The medium of instruction is English. Students can, however, create in any official South African language.

Mode of instruction

Contact, full-time and part-time, using blended and live learning teaching methodologies.

Fees and charges including refund(s) in the case of cancellation or withdrawal

All FEE obligations must be honoured as per the enrolment contract and financial policy of the institution.

Student financial aid

Students who require bursaries and financial aid are requested to write to The Student Bursary: PO Box 2289, Parklands, Gauteng, 2121 or AAA School of Advertising, The Braes Office Park, Cnr Bryanston Drive and William Nicol Drive, Bryanston, Gauteng, 2191 or email:

info@aaaschool.ac.za

Partnership agreements

The institution shares certain resources with Richfield (Pty) Ltd.

Student enrolment contract

All students are to ensure that they have signed and completed an enrolment contract form.

Student support services

Students may email student concerns to the Registrar:

info@aaaschool.ac.za

Students are required to abide by the code of conduct, of which full details are covered in our registration contract and Student Constitution.

Students are to familiarise themselves with the policy and procedure for student queries and handling of complaints.

Recognition of prior learning (RPL)

Students are to familiarise themselves with the institution's recognition of prior Learning (RPL) policy.

Credit application and RPL

Students wanting to apply for credits or RPL must do so on the formal prescribed application forms, which can be found by emailing the Registrar:

info@aaaschool.ac.za

Assessment rules

Continuous assessments

It is the policy of the institution that there shall be continuous assessments for programmes.

The marks awarded in these shall be made part of the final mark and such details shall be provided to the student when required. The minimum pass mark per module is 50%.

A supplementary examination is offered to students who:

- Obtain a final mark of 40-47%, however, the supplementary examination mark will be capped at 50%
- Students who missed exams due to illness/family bereavement/accident or other acceptable causes must supply supporting documentation to be issued for verification purposes by the Faculty Heads.

Progressing to the next year of study

Students may successfully progress to the next year of study if they pass all modules with 50%.

A student is not allowed to fail more than 50% of the semester and is only allowed to carry a maximum of two modules into the next year. If a prerequisite module/s were failed, the student is not allowed to continue with the follow-up module for that particular module. For example, if Graphic Design 511 was failed, the student may not continue with Graphic Design 512.

Rules for carrying modules

- Students carrying modules from one semester to the next are compelled to satisfy the pass requirements before sitting for the final examinations in the new semester, e.g. Marketing Management 511 must be passed to attempt Marketing Management 512.
- No student will be allowed to carry more than two modules at any given time in any semester without the consent of the Faculty Head.

Assessment

Students are allowed to appeal against an assessment mark, be it formative or summative. The student shall have the right of appeal against any decision regarding guilt or penalty, and may appeal in writing to the Registrar within ten working days of the receipt of notification of the penalty. Students may continue their courses of study pending the outcome of appeals, but will be required to amend or withdraw their enrolment if appeals are denied.

Policy documents

Please scan the QR Code to go to the policies page on our website, where you will find our full policies:

- **Credit accumulation and transfer (CAT) policy**
- **Disability policy**
- **Admission requirements to academic programmes policy**
- **Recognition of prior learning (RPL) policy**
- **Selection criteria and procedures policy**
- **Health and wellness policy**
- **AAA School of Advertising code of conduct**



SCAN ME

How to apply

Join SA's top Ad School by applying here.



Use the camera on your smartphone to scan the QR Code here.

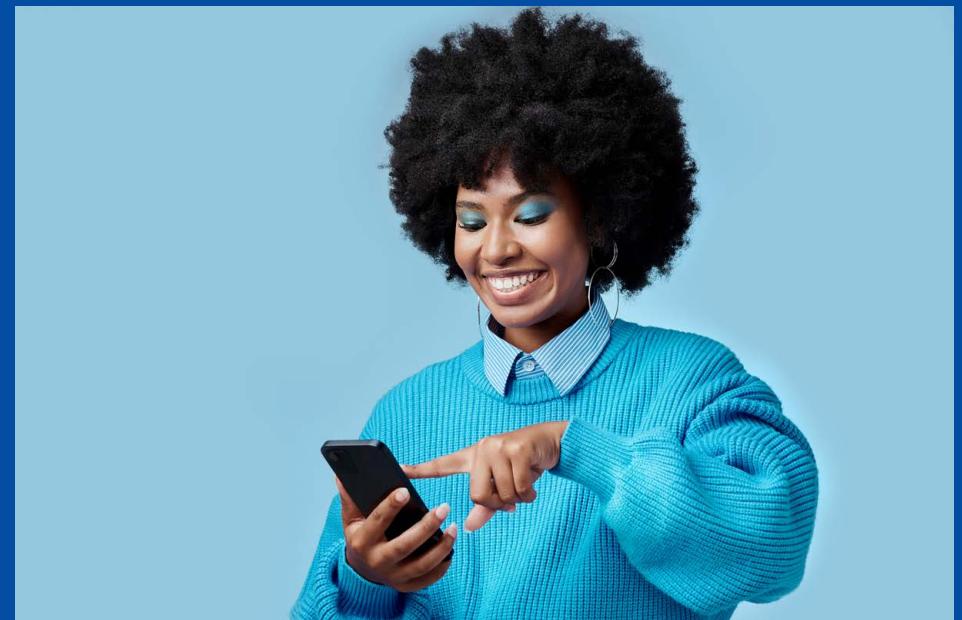
Or send a WhatsApp to the campus of your choice and our academic advisors will assist you with your application.

Johannesburg, Bryanston Campus: **076 480 7749**
Cape Town, Long Street Campus: **082 774 9471**

Stay up to date with the AAA team on our social media

When you become a student at AAA, you are joining a large and diverse creative family. Whether you are on your way to becoming a Designer, a Copywriter, an Art Director or a Marketer, we guide you in developing your talents and deepening your understanding of your craft.

If you are bursting with ideas, then join us at the AAA School of Advertising.



Simply open the camera on your smartphone to scan the QR codes to the left.

Application process for International Students:

Step 1

International Students who have not obtained a secondary school qualification from South Africa, can apply for a first degree at a AAA which is a registered and accredited Private Higher Education Institution. A prospective international student's application for a first degree must have a certificate of exemption which they should obtain from Universities South Africa before they apply at AAA. A certificate of exemption provided by the Matriculation Board is an endorsement of the prospective foreign student's secondary school qualification which in most cases demonstrates the equivalence and/or suitability to the South African National Senior Certificate.

The online application process entails:

- Access the website using this QR Code



- Continue to the online application portal by clicking on the link provide



- Follow the steps to apply for a certificate of exemption.
- Step A: You will be required to complete an online assessment
- Step B: Pay a non-refundable exemption fee of R700 (as at the Academic year 2023) paid to Universities South Africa bank account
- Step C: Get certified copies of all documents
- Step D: Complete the Application Form (Downloadable M30 from the site)

Step 2

All international students are required to pay 50% deposit towards their desired qualification. A proof of payment must be presented to the institution for a letter of acceptance to be issued to the student that they will use to apply for a study visa.

Step 3

A South African study visa (formerly known as a study permit) allows a foreign national to reside in the Republic whilst studying at a South African institution of primary, secondary or tertiary education. Study visas can cover a range of educational disciplines and even include practical training as well as internships pertaining to the field of study in some cases.

Qualifying for a Study visa

To study at AAA School of Advertising, the applicant must be accepted (or provisionally accepted). Acceptance is proven by way of a letter of acceptance on the AAA School of Advertising letterhead.

AAA School of Advertising is held strictly liable for the study visa holder's compliance with the Immigration Act. The following forms part of the AAA School of Advertising's responsibilities towards the Department of Home Affairs:

- We must confirm that the student's registration has been confirmed within 60 days after the closing date for registrations;
- We must notify the Department of Home Affairs within 7 days if the student fails to register by the closing date for registrations;
- We must notify the Department of Home Affairs immediately if the student is de-registered or expelled; and
- We must notify the Department of Home Affairs if the student completes his or her studies or wishes to extend the period of study at the institution.

The applicant must prove that they have access to the funds necessary to sustain them for the duration of the course while studying in South Africa. No official financial requirements have been set for study visas, but the Department of Home Affairs have adopted a policy whereby the applicant must show access to R3 000 per month for the duration of studies. If the course for which the applicant is enrolled is for a year, then the applicant must show

R3 000 x 12 = R36 000.

The applicant must be covered by a South African medical aid for the duration of the studies. Some high commissions abroad will accept foreign medical aid and travel insurance policies in lieu of South African medical aid, but this is the exception rather than the rule. The duration of the visa is limited by the duration of the degree, diploma or certificate concerned. Study visa renewal applications must be made at least 60 days prior to the visa expiry date. The processing time for a study visa application submitted in South Africa is between 4 and 8 weeks.

Scan here for the checklist of documents to be submitted for a study visa application as well as where to submit the documents:



Use the camera on your smartphone to scan the QR Code here.

JOHANNESBURG

AAA House
The Braes Office Park
Cnr Bryanston Drive and
William Nicol Drive
Bryanston, 2021
(011) 781 2771/2/3

CAPE TOWN

AAA House
6th Floor
112 Long Street
Cape Town, 8001
(021) 422 1800

aaaschool.co.za

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