

2026 Mid-Year Tuition Fees

DISTANCE LEARNING							
QUALIFICATION	YEAR OF STUDY	APPLICATION FEE (NON REFUNDABLE)	FULL REG DEPOSIT (RSA STUDENTS)	DISCOUNTED UPFRONT FEE EXCLUDING DEPOSIT (PAYABLE BY 31 AUGUST 2026)	DISCOUNTED UPFRONT FEE INCLUDING DEPOSIT (PAYABLE BY 31 AUGUST 2026)	MONTHLY COURSE FEE EXCLUDING DEPOSIT (PAYABLE OVER 11 MONTHS) (1ST INSTALLMENT DUE 1ST JULY 2026)	TOTAL COURSE FEE PAID OVER 11 MONTHS (INCLUDING DEPOSIT)
BA Creative Brand Communication (360 Credits: NQF 7: 3 Years)	1st Year	R800	R5 000	R56 990	R61 990	R5 726	R67 990
	2nd Year			R57 990	R62 990	R5 908	R69 990
	3rd Year			R60 990	R65 990	R6 181	R72 990
BA Marketing Communication (360 Credits: NQF 7: 4 Years)	1st Year	R800	R5 000	R50 990	R55 990	R5 181	R61 990
	2nd Year			R53 990	R58 990	R5 545	R65 990
	3rd Year			R56 990	R61 990	R5 817	R68 990
	4th year			R61 990	R66 990	R6 272	R73 990
Higher Certificate in Digital Marketing (120 Credits: NQF 5: 1 Year)	1st Year	R800	R5 000	R31 990	R36 990	R3 272	R40 990
BA Honours in Digital Marketing (120 Credits: NQF 8: 1 Year)	1st Year	R800	R5 000	R57 990	R62 990	R5 908	R69 990
Masters in Digital Marketing (180 Credits: NQF 9: 2 Years)	1st Year	R800	R5 000	R72 990	R77 990	R7 363	R85 990
	2nd Year		R5 000	R62 990	R67 990	R6 363	R74 990

DISTANCE LEARNING	
CATEGORY	FEE PAYABLE
Application Fee	R 800
Registration Deposit - Non South African (RSA) students (new)	30% of Annual Course Fees
Transfer of Learning Modality (contact learning to distance learning)	R7000
Supplementary Fee (per module)	R500
Change of course	R3 500
Remark Fee	R600
Certificate Re-print	R500
Re-print of Academic Record	R500
Deregistration Admin Fee	R2 500
Account Activation Admin Fee	R3 500
RECOGNITION OF PRIOR LEARNING	
Fee per Application	R900
Fee per Module where exemptions are awarded	R1 500
CREDIT ACCUMULATION AND TRANSFER FEES	
Fee per Application	Free
Fee per Module where credits are awarded (excluding articulation)	R1 500

BANKING DETAILS				
NAME	BANK	ACCOUNT TYPE	ACCOUNT NUMBER	BRANCH CODE
The AAA School of Advertising	Standard Bank	Business Current Account	220387915	018005

- Always ensure that the student number or ID number is used as payment reference on the deposit slip. This will ensure that payments are allocated into the correct student account.
- Non-payment of the tuition fees can result in deregistration as per our Enrolment Contract.
- Fees are not refunded in the case of cancellation of studies during the academic year. Please refer to the terms and conditions in our Enrolment Contract.

Johannesburg Campus

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Cape Town Campus

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