

## COURSE OVERVIEW & DESCRIPTION

The purpose of this qualification is to ensure that qualified learners understand advertising agency processes, systems and technical methods in general, and specialise in the processes, systems and technical methods that they are (to be) involved in by achieving specific competence. These processes, systems and technical methods refer to copywriting, art direction and design, client service, media buying, television/radio production, and print production.

## COURSE MODULE OUTCOMES

- ▶ Analysing and sourcing information required for advertising decision-making.
- ▶ Presenting ideas and making recommendations regarding appropriateness and relevance of ideas and recommendations.
- ▶ Interpreting information for advertising assignments to determine resource requirements.
- ▶ Evaluating advertising assignment progress.
- ▶ Evaluating advertising assignment outputs.
- ▶ Implementing and coordinating advertising assignment activities according to brief.

## CAMPUS USED EQUIPMENT & FACILITIES

Personal DSLR 700D, 600D, 650D, 5D Mark III, 7D Camera Mark II, Black Magic Studio Camera, Apple Final Cut Pro X, Adobe Premiere, Adobe After Effect, Cubase 8.5, Logic Pro X, Reason, Sonar, Reason, Pro tools 12, Camera Stabilizations  
Green Screen Studio, DJI OSMO, DJI Phantom 4, DJI Ronin 3 Axis Gimbal, Post Production suite, Live Sounds Labs

## CAREERS WITHIN THE QUALIFICATION

Creative Director, Graphic Designer, Art Director, Web Copy writer, Multimedia Copywriter, Account Manager, traffic manager, Brand Manager, Account planner, Media Director, Media Planner, Research Executive.

## CLASS SCHEDULES & DURATION

Full time (Monday- Friday 20 hours per week) & Part Time (4 hours Saturdays)

## ADDITIONAL REQUIREMENT

Grade 12 or NQF Level 4 of the Further Education and Training Band.  
English Language (Spoken & Written)  
Physical Science at NQF Level 4.  
Computer literacy at NQF level 3

## REGISTRATION & TUITION FEE

Registration fee is R1000, Administration fees R3000. (Please note: The Registration and Administration monthly installment R1600 X 12 months.)

## FURTHER STUDIES

Students may further study for a National Diploma in related fields at an accredited institution of Higher Education. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

## CERTIFICATION

MICSETA Accredited National Higher Certificate: Advertising

## ADDITIONAL COSTING

Learner guides are inclusive in the course fee.  
Learners may be expected to pay for additional programme costs such as consumable items (e.g., CDs or DVD)

