



FURTHER EDUCATION AND TRAINING CERTIFICATE

ADVERTISING

NQF Level 4 SAQA ID: 50479

Credits: 148

COURSE OBJECTIVES

- Communicating with advertising agency stakeholders in a variety of ways in two languages;
- Using mathematics in advertising and personal applications for specified purposes;
- Adhering to advertising work ethic and industry accepted practice standards;
- Describing advertising clients, products and business systems in competitive environments;
- Fulfilling specific roles within advertising teams to meet objectives; and
- Selecting areas of specialisation in advertising based on assessment of own strengths and weaknesses

CAMPUS

- ATTI Nelspruit.

MINIMUM ADMISSION REQUIREMENTS

- To enter this programme you must have successfully completed the Front Office Assessment;
- The learner must be computer literate;
- Communication and mathematical literacy as required by NQF Level 3; and
- All applicants are subject to selection.

DURATION

- 12 months

PRESENTATION FORMAT

- Theoretical / practical contact sessions.
- Day Classes

ASSESSMENT / EVALUATION

- Continues Integrated Formative and Summative Assessment;
- Simulations;
- Written Assessments; and
- Practical Portfolio of Evidence.

INTAKE FOR THE QUALIFICATION

- January & February

ADDITIONAL COSTS

Please enquire at the Department

POSSIBLE CAREERS

- Marketing
- Advertising

SUBJECTS / LEARNING AREAS:

- Advertising Concepts
- MS Outlook 2010
- MS Word 2010
- The Competitive Environment
- Team Participation
- Business Writing
- Coping with Stress
- Advertising Production
- Internet Explorer
- Organisational Ethics
- Time Management
- Communication
- Products and Services

FURTHER STUDIES

- Advertising NQF Level 5

CERTIFICATION

MICT SETA Cetification Programme

