

NATIONAL CERTIFICATE: ADVERTISING NQF LEVEL 5

Get an accredited endorsement of these critical, in-demand skills through the convenience of online learning.



ACCREDITATION
This qualification is accredited by MICTSETA



Marketing is a dynamic, unpredictable discipline right now. Hugely exciting for those with the skills and knowledge for this constantly changing digital landscape. But daunting for those that have been in the field for a while, or are new to the game.

Digital has shifted the power balance between brands and consumers, upending conventional marketing tactics that worked in the past, and demanding a very different approach and new skill-set.

WE DEVELOP ONLINE LEARNING OPPORTUNITIES THAT GUARANTEE:



A GREAT LEARNING EXPERIENCE: programme material is enriched with exclusive videos, live tutorial sessions with knowledgeable humans, and interesting case studies that bring the theory to life.



REAL HUMANS WHO HAVE YOUR BACK: there is a team committed to supporting you throughout, and providing deeper subject-matter expertise when you need it.



RELEVANCE: we collaborate with industry experts to ensure the content is relevant, value-adding and delivers real-life learnings and practical applications.



ALIGNMENT WITH THE REAL WORLD: this programme has been developed in response to market needs and skills gaps brought on by this rapidly-changing world.



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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.

THE PROGRAMME DETAILS

Programme Type:

National Certificate: Advertising (SAQA ID 58820) is a SETA National Qualification, accredited by Media, Information and Communication Technologies (MICT SETA).

Duration:

12 Months

Admission Requirements:

Grade 12 (Std. 10), or equivalent with:

- Communication at NQF Level 3
- Mathematical Literacy at NQF Level 3
- Computer Literacy at NQF Level 2

CAREER FIELDS/FURTHER STUDIES

For the individual that achieves this qualification, it means improved levels of competence to compete internationally, achieving defined learning outcomes in a shorter space of time, getting a foot in the door to progress to higher levels on the learning and career pathway in Advertising, and improved employment opportunities as a result of the integration of knowledge (theory) and skills (practical) to do their job from day one. The industry also benefits from increased efficiency and saving time and money, and improved competitiveness and quality. Access to information and products and services is improved, with resulting social and economic benefits.

PROGRAMME OUTLINE

Communication

- Writing skills for specific purposes, audiences and contexts
- Access, process, re-organise, and synthesize information in order to present it.
- Use appropriate language conventions, textual features and style for specific workplace purposes.
- Draft and edit texts.

Advertising

- Identify and explain marketing communication concepts and ideas
- Implement low and high focus thinking.
- Explain and apply lateral thinking processes.

Art Direction

- Identify and select appropriate design elements and principles.
- Create a variety of design messages within different contexts.
- Create a variety of forms that communicate to specific audiences.
- Create original visual, written and oral design arguments.

Client Services

- Distinguish customer purchasing motives and behaviours
- Assess and respond to customer needs

Copywriting

- Select specific script genres.
- Assess audience requirements for scripts.
- Shape scripts to achieve first drafts.
- Finalise scripts for an audio-visual medium



GET IN TOUCH

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