

SCHOOL OF MEDIA STUDIES

PROGRAMME TITLE	LEVEL	SAQA ID
Advertising	N4	50479

PROGRAM DESCRIPTION

This qualification is designed to equip student with key skills associated with strategic advertising, business practices and brand communication. Emphasis is placed on the generation of ideas, media planning and strategy, brand research and management, design entrepreneurship, and interactive publicity designs.

CAREER OPPORTUNITIES

- Copywriter
- Advertising manager,
- Public relations officer
- Creative director,
- marketing communications officer

DURATION & MODE OF STUDY

- Full Time: Minimum 18 Months
- Part Time: Minimum 2 Years

ENTRY REQUIREMENTS

- Grade 12 - Matric,
- A senior certificate or
- National Certificate (N3) or a relevant Nated equivalent qualification

ADMISSION PERIODS

January and June every year

STUDY MATERIALS

Information regarding type and cost of textbooks for each level can be obtained from the College.

PRICING

For the current pricelist please contact the College.

EXAMINATION AUTHORITY

The examinations which hold twice a year are set and conducted on behalf of the MICT SETA by the College.

CERTIFICATE & DIPLOMA ISSUANCE

Certificates of completion are issued to learners by the MICT SETA on successful completion of each level.

ARTICULATION

The qualification obtained from this study can be used to apply to study further in any University or Higher education colleges in the country because it is nationally recognized qualification.

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DISCLAIMER NOTICE

The information contained in this FACT SHEET is accurate at the time of this publication. In the event of factors beyond the control of HillCross Business College occurring hence causing the contents of this fact sheet and or of the program to change, HillCross Business College will make frantic effort to formally notify current and affected learners. Meanwhile HillCross Business College will as much as possible ensure the intactness of the information contained herein.

Learner/Parent/Sponsor Assent	For Official Use
I,....., herewith acknowledge that I fully understand the information contained herein based on the qualification stated within this context. Signature..... Name (Parent/Guardian/sponsor)..... Signature (Parent/Guardian/Sponsor).....	