

Advanced Diploma in Marketing & Advertising Communications

Advanced Diploma

1 Year | SAQA ID: 101439 | NQF Level 7

Minimum Admission Requirements: Diploma or Bachelor's Degree on NQF level 6

What sets us apart?

- 1 One-on-one teaching environment
- 2 Unique and industry-relevant teaching curriculum
- 3 The perfect balance between Commercial Logic & Creative Magic

You are **immediately exposed to the scope of the industry** and the vibrant people in it, and invited to try your hand at its main disciplines.

Enhancement of personal skills also takes place early on – maximising **individual potential, team dynamics and presentation skills** – all of which are highly valued in the industry, **will enhance your career success** and will stay with you forever. Learn how Consumer Insight leads to ideas that build creative campaigns and how Integrated Marketing Communications channel the voice of the brand.

“Organics”

Michelle Labuschagne, Estéevan Heerden, Christen Scheuer, Jessica Keeton, Nicholas Taylor, Kirsten Otto, Jaimee Baylis & Stephanie Atherton | ADMAC

Module outline:

Module 1: Marketing Communication Strategy

- Strategic Marketing
- Entrepreneurial Marketing
- Digital Marketing
- Cause & Sustainable Marketing
- Content Marketing

Module 2: Integrated Brand Communications Module

- IBC– Advertising
- Brands & Branding
- Strategic Planning
- Organisational Framework/WPL

Module 3: Consumer Behaviour & Research

- Market Research & Consumer Behaviour
- Behavioural Science
- Data Analytics & CRM

Module 4: Channel Planning & Acquisition

- Media Planning
- Digital Media Planning
- Earned Media/PR

Assessments

- Practical Summative Simulation
- Assessment (Intermediate Challenge)
- Practical Summative Simulation
- Assessment (Advanced Brand Challenge)

Career options

- Marketing Researcher
- Marketing Executive
- Social Media Manager
- Media Planner
- Brand Manager

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Have a look at our application process

How to apply for your desired programme

Step 1

Download application form and skills assessment

Download here

Skills assessment

Application form

Alternatively get it from your student advisor

fulltime@redandyellow.co.za

Step 2

Submit completed application form and skills assessment



Please include certified copies of your

- ID / Passport
- Latest Academic Results



Email complete application form and skills assessment to fulltime@redandyellow.co.za



Assessment and feedback process takes 7 working days

Step 3

Receive a letter of provisional acceptance

**you first need your letter of acceptance before an invoice is generated*

An invoice for registration fees will be generated & sent to you



Registration fees need to be paid to secure your spot



You are accepted.
Yay!! You're now a part of the R&Y Family!

Get in touch!

Call us: 087 227 3283

WhatsApp: 010 288 0682

redandyellow.co.za

fulltime@redandyellow.co.za



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