

Advanced Diploma in Marketing & Advertising Communications

1 Year | Advanced Diploma

Red & Yellow

CREATIVE SCHOOL OF BUSINESS
HONORIS UNITED UNIVERSITIES

SAQA ID: 101439 | NQF Level 7

Requirement: A NQF level 6 Diploma or NQF 7 Bachelor's Degree

Skill Assessment

Please note:

- All submissions should be typewritten please.
- We cannot undertake to return work to unsuccessful applicants, so you should submit photocopies.
- Admission to the programme is subject to a selection procedure.
- Candidates may be required to attend a personal interview.

Application Checklist

Do you have the following?

- Your completed skills assessment
- Signed application form
- A certified copy of your ID/passport (for international students)
- A certified copy of your high school certificate/highest qualification, or the transcripts of your current programme of study

If you're struggling with filling out this document or you are unsure of something, please feel free to email fulltime@redandyellow.co.za!

Personal submission

1. Write no fewer than 1 000 words about yourself. Tell us about who you are and what you stand for. Tell us about your proudest achievement. Tell us why you believe you have the abilities to do well in Marketing and Advertising and why you should be accepted on to the programme.

The test



1. Select an ad (any format) that you believe is an excellent piece of communication. Include that piece of communication (link / image)
 - Tell us what single point about the product or brand you believe the advertisement dramatises. (no more than 50 words)
 - Tell us why you believe it is an outstanding piece of communication. (no more than 50 words)

2. Choose a brand that you follow on Social Media and share the link to their social media page.

3. Brands are increasingly susceptible to damage when things go unexpectedly wrong and they do! It is the way that people responsible for the brand respond to such events that ultimately determines whether the public are sympathetic or antagonistic. Think of recent disasters that have befallen brands and give us an example of:

A disaster that has been well managed and has resulted in little negative, or even a positive, spin-off for the brand.

OR

A disaster that was badly managed and from which the brand is likely to have suffered permanent damage.

Now explain your opinion in no more than **100 words**.

4. We are looking for fresh thinking and illuminating insights. Describe, in no more than 60 words for each brand, these people:
 - The kind of person who would wear Adidas sneakers
 - The kind of person who would wear Nike sneakers
 - The kind of person who would wear Vans sneakers



5. Select one of the following three tasks and think up five bright ideas to solve each challenge: Superbalist.com aims to be the most popular fashion retailer in South Africa. How would you encourage shoppers to choose Superbalist.com over brick and mortar, mall fashion outlets?

OR

Uber Eats is rapidly stealing share from the leading food delivery service in SA, Mr D. How can Mr D evolve to outplay Uber Eats and regain their foothold in the online ordering world?

OR

Astron is a new and unknown service station brand about to launch into South Africa. They will be taking over all Caltex service stations over a period of four years. How does Astron convince South Africans that they can trust their fuel and forecourt experience in the face of Caltex's 75-year legacy?