

aaa school of advertising

Shape the world

CAMPUSES

Our campuses in Cape Town and Johannesburg are fully equipped with the latest computer technology. Spacious lecture halls and creative studios add to an atmosphere that feels like home, but better.

We offer you everything you need to develop your creative skills, be they as a designer, a writer, an art director or marketing expert. Our lecturers and academic staff, fresh from the advertising, design and marketing industry, have created a safe and comfortable environment in which to explore and develop your talents, with your future success in mind.

MAIN CAMPUS:

Johannesburg

The Braes Office Park
Cnr Eaton Avenue and Bryanston Drive
Bryanston
2021
Tel: (011) 781 2771/2/3

Cape Town

AAA House
112 Long Street
Cape Town
8001
Tel: (021) 422 1800

DROP US A WHATSAPP: 082 616 6038

FREE ADOBE SOFTWARE & 2021 PROLINE LAPTOP

Free Adobe Software

Issuing Adobe CC 1 year licenses to creative students.

Free 2021 Proline Laptop

Students who register for a full qualification (Diploma and Degree) will receive a FREE 2021 Proline Laptop [14 Inch Screen, Dual Core Intel Processor, 4GB RAM, 64GB Storage] in both the Creative and Marketing Faculties.

CREATIVE AWARDS

Over the last 30 years, the AAA School of Advertising has consistently produced award-winning work. This is evident in our success at the internationally acclaimed Clio and D&AD awards as well as the Loeries, Pendoring and Goldpack national awards, amongst others.

In 2019 the AAA School of Advertising had achieved amazing results at the Loeries and Pendoring awards with 46 finalists, 2 golds, 3 silvers and 5 bronze awards. Thus far for 2020, the AAA won the National L'Oreal Brandstorm, in May, and ended in the top 9 teams competing internationally via a live online competition in Paris in June 2020.

We look forward to bragging about this year's students' award haul.

SEMESTER DATES

2021 AAA Provisional Calendar (1st years):

Orientation Week: 3 - 5 March

Term 1: 8 March - 1 April

Term 2: 12 April - 24 June

Term 3: 12 July - 10 September

Term 4: 27 September - 10 December

WORDS BY THE CEO

At **AAA** we unlock passion, potential and talent to prepare career ready graduates for an exciting future in the **Advertising, Digital, Media** and **Marketing industries**.

- Dr. Ludi Koekemoer,
Acting CEO: AAA



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ALUMNI STORIES



My **AAA** Journey was incredibly beautiful and inspiring. I had passionate lecturers who nurtured my love for advertising. AAA integrated theory with practice and exposed me to marketing campaigns that prepared me for the corporate world. The quality of education prepared me for post graduate studies.

I am a Strategy Intern at Network BBDO, an ad agency with a highly reputable legacy in South Africa. Through my marketing skills, I center the human experience and help brands get closer to their goals. I marry art and science to tell compelling stories through brands.

Zesintu Mgothozi - 2019 BA Marketing Communications graduate

My experience at **AAA** was one to cherish as I made lifelong friendships with my peers and with those friendships followed memories that will never be forgotten. Going to Paris was definitely up there because it set myself for what I wanted to do with my degree which **AAA** has aided and prepared me for pretty much anything marketing related - we are the industry as of today. I am a management trainee but the sole marketer for a relevant haircare brand under the prestigious L'Oreal group.

David Bam - 2019 BA Marketing Communications graduate



AAA allowed my creativity to be fleshed out, to discover what my capabilities are & to realise how passionate I am about advertising.

AAA shaped my career by allowing me to network with professionals from the industry who gave us excellent guidance and motivation! I was employed full-time before finishing my studies, as a Junior Campaign Manager at Bangers & Mash, A subsidiary company for Ad Dynamo International.

The highlight of my job, that makes me an incredibly proud alumni, is working on **AAA's** first Snapchat Campaign as well as some other great brands like Telkom Kenya, PlayStation, Aromat, Doritos, Samsung, Standard Bank, Cell C.

Zeenat Singh - 2019 BA Marketing Communications graduate



2021



AAA is a place for creative freedom. It is an inspiring space to be in - surrounded by masters of the industry and fellow students with admirable talent. Through the AAA internship program, my 3rd year lecturer introduced me to my dream studio - Sunshinegun, and helped me get the opportunity to intern there.

This led to me being hired and now having the opportunity to work some of the coolest, most desirable brands for any designer. I still learn something new every day. Graphic and packaging design is an ever-changing world - It never gets boring! It's such a fulfilling feeling to wake up and love your job every day.

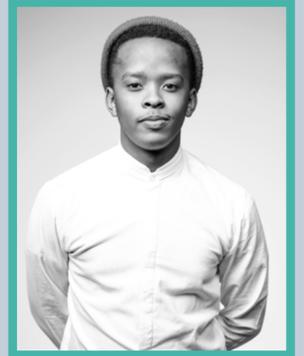
Kristin Oberholster - 2018 Creative Brand Communications graduate

The experience was great, it gave me a clear indication of what to expect when I finally get into the industry.

Through studying at AAA, I was able to understand the full process of conceptualising and the craft that comes with creating an award-winning idea which really worked in my favour when I was looking for a job and is something I used throughout my entire career.

I get challenged with every brief. One day I'm working on a project that will change the lives of South Africans and the next I'm working with my childhood hero on a brand ad. I'm currently employed as an integrated senior copywriter at Joe Public United.

Tshepo Tumahole - 2014 Copywriting graduate



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2021

FACULTIES

MARKETING COMMUNICATION

Marketing is the practice of communicating, executing and facilitating an exchange of goods or services between companies and individuals and their customers.

Career possibilities

- Brand Management
- Media Management
- Strategic Account Management
- Digital Media Marketer
- Marketing Executive
- Advertising Executive
- Advertising Account Executive
- Web Content Executive
- Public Relations Executive
- Social Media Executive

CREATIVE

BRAND COMMUNICATION

Creativity is the art of solving problems with ideas and executions that connect with people to change their thinking and behaviour.

Career possibilities

- User Experience Designer
- Social Media Content Creator
- Art Director
- Creative Director
- Graphic Designer
- Copywriter
- Influencer
- Illustrator

EXECUTIVE TRAINING COURSES

At AAA, we offer a variety of short courses and executive training programmes under 4 Academies to equip working professionals and teams for success.

The AAA executive training experience

- We bring brilliant minds together. Our courses are developed and presented by industry experts who share a wealth of experience, best practise examples and insightful tips.
- Small groups ensure quality interaction, discussions and Q&A.
- As performance is linked to more than knowledge, our courses focus on:
 - Equipping you through applied practical learning
 - Improving your job skill capabilities
 - Refining your interpersonal and soft skills
- An encouraging and relaxed, yet challenging learning environment.
- Access to resources and tools via our online learning platform.
- Certificate of Achievement.

Why AAA?

- We have been training the Marketing Communications Industry for 30 years.
- Our courses are approved by the Marketing Association of South Africa.

For further information, please visit:

Website: <https://www.aaschool.ac.za/executive-training>

Email: executivetraining@aaschool.ac.za

DEGREES & DIPLOMAS

Qualification	NQF	Duration	Fees
BA in Marketing Communication (full-time)	7	3 years	R89 990
BA in Marketing Communication (part-time)	7	4 years	R74 990
BA in Creative Brand Communication	7	3 years	R89 990
Diploma in Marketing Communication	6	3 years	R79 990
Diploma in Visual Communication	6	3 years	R79 990

* Degree requirements: NSC with Degree endorsement. APS: 24 if Maths was passed OR 25 if Maths Literacy was passed. 50% for English/Language of Instruction. 40% for Maths/Maths Literacy.

* Diploma requirements: NSC with Diploma endorsement. APS: 20. 50% for English/Language of Instruction. Passed Maths/Maths Literacy.

“ Thank you for facilitating the course exceptionally well. The lectures were fun, engaging, relevant and very insightful. Incredibly well delivered. One of my favourite things about the course is that it was very practical. Each lesson had something that could practically enhance my day to day. I also loved the examples as they were very practical and current. The final practical was a real highlight. ”

- Harvard Letsoalo

Marketing & Executive Producer Assistant at OSU Creative Production

www.aaschool.ac.za

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