

VC7909

Branding in Advertising



Course Aim This course aims to enhance students' awareness of branding and its use in advertising through local, regional and international context.

Short Title

Faculty EDICT

Polytechnic Level

Credits 15

Pre-requisites VC7201 (VIB6201), VC7203 (VIB6203),
VC7901 (VIB6910)

Co-requisites

Anti-requisites

Version 2

Effective From February 1, 2016

Indicative NQF Level 7

Student Contact hrs 60

Self-directed hrs 60

Other directed hrs 30

Total learning hrs 150

Learning

Outcomes

- On successful completion of this course, students will be able to:
- 1 Use a range of routine skills, techniques, practices and materials to create branding solutions within advertising.
 - 2 Formulate evidence - based responses to redefine routine issues using a range of approaches
 - 3 Demonstrate a suitable level of professional practice

NQF Sub-strand

Practical
Application of
knowledge
Practical
Application of
knowledge
Autonomy,
Responsibility,
Context