

VC7910

The Power of Advertising



Course Aim To understand the processes of advertising and its applications

Short Title
Faculty EDICT
Polytechnic Level
Credits 15
Pre-requisites
Co-requisites
Anti-requisites

Version 2
Effective From February 1, 2016
Indicative NQF Level 7
Student Contact hrs 90
Self-directed hrs 60
Other directed hrs
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Create an effective advertising campaign for a chosen topic.
- 2 Create effective advertising for specific target markets.
- 3 Demonstrate an appropriate level of professional practice through attendance, group participation, discussions and presentations

NQF Sub-strand
Practical
Application of knowledge
Practical
Application of knowledge
Autonomy,
Responsibility,
Context