

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 VC6101 (VIB5101), VC6103 (VIB5103)

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