

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

Credits 15

Pre-requisites VC7201 and VC7910

Co-requisites

Anti-requisites

Version 3

Effective From September 1, 2018

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 Create branding solutions within advertising using a range of routine skills, techniques, practices and materials.
- 2 Redefine advertising strategies by critically evaluating the variable contexts of branding to meet the local and regional issues

NQF Sub-strand

Practical
Application of
knowledge
Practical
Application of
knowledge