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| **Further Education and Training Certificate: Advertising Curriculum** |

**Qualification Details:**

**Qualification Name**

50479: Further Education and Training Certificate: Advertising

NQF Level 4

Total Credits to be obtained after achievement: 148

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| **PURPOSE AND RATIONALE OF THE QUALIFICATION** |

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| The purpose of the qualification is to equip entry-level persons in the advertising industry with the competence required to supply support services in an advertising environment.  Learners will able to manage their time, solve problems and make decisions independently, conduct gap analysis and control, work in teams and respect individual abilities, maintain interpersonal relations, create their own role and value, and promote entrepreneurship in the advertising sector. This qualification allows learners to self-select the advertising industry and their specific area of interest.      * Communicating with advertising agency stakeholders in a variety of ways in two languages. * Adhering to advertising work ethic and industry accepted practice standards. * Describing advertising clients, products and business systems in competitive environments. * Fulfilling specific roles within advertising teams to meet objectives. * Selecting areas of specialisation in advertising based on assessment of own strengths and weaknesses.     **Target Audience:**  Learners wanting to fulfil specific roles within the advertising industry. |

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| **Qualification Objective** |

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| 1. Communicate with advertising agency stakeholders in a variety of ways in two languages.  2. Use mathematics in advertising and personal applications for specified purposes.  3. Adhere to advertising work ethic and industry accepted practice standards.  4. Describe advertising client requirements, advertising products and advertising business systems in competitive environments.  5. Fulfil specific roles within advertising teams to meet objectives.  6. Describe areas of specialisation in the advertising industry. |

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| **Entry/Admission requirements** |

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|  Communication at NQF Level 3.   Mathematical Literacy at NQF Level 3.   Mathematical Literacy at NQF Level 4 |

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|  | **ID** | **UNIT STANDARD TITLE** | **PRE-2009 NQF LEVEL** | **NQF LEVEL** | **CREDITS** |
| Core | [10022](http://pcqs.saqa.org.za/showUnitStandard.php?id=10022) | Comply with organisational ethics | Level 4 | NQF Level 04 | 4 |
| Core | [10020](http://pcqs.saqa.org.za/showUnitStandard.php?id=10020) | Demonstrate an understanding of the competitive environment | Level 4 | NQF Level 04 | 4 |
| Core | [10324](http://pcqs.saqa.org.za/showUnitStandard.php?id=10324) | Describe features, advantages and benefits of a range of products or services | Level 4 | NQF Level 04 | 6 |
| Core | [117730](http://pcqs.saqa.org.za/showUnitStandard.php?id=117730) | Describe the alignment of the business system to the business strategy and objectives | Level 4 | NQF Level 04 | 4 |
| Core | [114589](http://pcqs.saqa.org.za/showUnitStandard.php?id=114589) | Manage time productively | Level 4 | NQF Level 04 | 4 |
| Core | [117513](http://pcqs.saqa.org.za/showUnitStandard.php?id=117513) | Use knowledge of self to make a life decision in the creative world | Level 4 | NQF Level 04 | 5 |
| Core | [120379](http://pcqs.saqa.org.za/showUnitStandard.php?id=120379) | Work as a project team member | Level 4 | NQF Level 04 | 8 |
| Core | [117661](http://pcqs.saqa.org.za/showUnitStandard.php?id=117661) | Demonstrate an understanding of advertising production | Level 5 | Level TBA: Pre-2009 was L5 | 8 |
| Core | [15096](http://pcqs.saqa.org.za/showUnitStandard.php?id=15096) | Demonstrate an understanding of stress in order to apply strategies to achieve optimal stress levels in personal and work situations | Level 5 | Level TBA: Pre-2009 was L5 | 5 |
| Fundamental | [119472](http://pcqs.saqa.org.za/showUnitStandard.php?id=119472) | Accommodate audience and context needs in oral/signed communication | Level 3 | NQF Level 03 | 5 |
| Fundamental | [119457](http://pcqs.saqa.org.za/showUnitStandard.php?id=119457) | Interpret and use information from texts | Level 3 | NQF Level 03 | 5 |
| Fundamental | [119467](http://pcqs.saqa.org.za/showUnitStandard.php?id=119467) | Use language and communication in occupational learning programmes | Level 3 | NQF Level 03 | 5 |
| Fundamental | [119465](http://pcqs.saqa.org.za/showUnitStandard.php?id=119465) | Write/present/sign texts for a range of communicative contexts | Level 3 | NQF Level 03 | 5 |
| Fundamental | [12154](http://pcqs.saqa.org.za/showUnitStandard.php?id=12154) | Apply comprehension skills to engage oral texts in a business environment | Level 4 | NQF Level 04 | 5 |
| Fundamental | [12155](http://pcqs.saqa.org.za/showUnitStandard.php?id=12155) | Apply comprehension skills to engage written texts in a business environment | Level 4 | NQF Level 04 | 5 |
| Fundamental | [9015](http://pcqs.saqa.org.za/showUnitStandard.php?id=9015) | Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems | Level 4 | NQF Level 04 | 6 |
| Fundamental | [119469](http://pcqs.saqa.org.za/showUnitStandard.php?id=119469) | Read/view, analyse and respond to a variety of texts | Level 4 | NQF Level 04 | 5 |
| Fundamental | [9016](http://pcqs.saqa.org.za/showUnitStandard.php?id=9016) | Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts | Level 4 | NQF Level 04 | 4 |
| Fundamental | [7468](http://pcqs.saqa.org.za/showUnitStandard.php?id=7468) | Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues | Level 4 | NQF Level 04 | 6 |
| Fundamental | [12153](http://pcqs.saqa.org.za/showUnitStandard.php?id=12153) | Use the writing process to compose texts required in the business environment | Level 4 | NQF Level 04 | 5 |
| Elective | [13943](http://pcqs.saqa.org.za/showUnitStandard.php?id=13943) | Analyse new developments reported in the media that could impact on a business sector or industry | Level 4 | NQF Level 04 | 10 |
| Elective | [114209](http://pcqs.saqa.org.za/showUnitStandard.php?id=114209) | Apply Return on Investment (ROI) theory and practice to a business unit | Level 4 | NQF Level 04 | 6 |
| Elective | [7465](http://pcqs.saqa.org.za/showUnitStandard.php?id=7465) | Collect and use data to establish complex statistical and probability models and solve related problems | Level 4 | NQF Level 04 | 5 |
| Elective | [116598](http://pcqs.saqa.org.za/showUnitStandard.php?id=116598) | Compile debtor correspondence in accordance with legislation and standard procedures | Level 4 | NQF Level 04 | 6 |
| Elective | [252217](http://pcqs.saqa.org.za/showUnitStandard.php?id=252217) | Comply with organisational ethics | Level 4 | NQF Level 04 | 4 |
| Elective | [120376](http://pcqs.saqa.org.za/showUnitStandard.php?id=120376) | Conduct project documentation management to support project processes | Level 4 | NQF Level 04 | 6 |
| Elective | [120373](http://pcqs.saqa.org.za/showUnitStandard.php?id=120373) | Contribute to project initiation, scope definition and scope change control | Level 4 | NQF Level 04 | 9 |
| Elective | [120374](http://pcqs.saqa.org.za/showUnitStandard.php?id=120374) | Contribute to the management of project risk within own field of expertise | Level 4 | NQF Level 04 | 5 |
| Elective | [252211](http://pcqs.saqa.org.za/showUnitStandard.php?id=252211) | Demonstrate an understanding of the competitive environment and product positioning | Level 4 | NQF Level 04 | 6 |
| Elective | [120384](http://pcqs.saqa.org.za/showUnitStandard.php?id=120384) | Develop a simple schedule to facilitate effective project execution | Level 4 | NQF Level 04 | 8 |
| Elective | [10031](http://pcqs.saqa.org.za/showUnitStandard.php?id=10031) | Edit, Code and Capture data | Level 4 | NQF Level 04 | 5 |
| Elective | [120372](http://pcqs.saqa.org.za/showUnitStandard.php?id=120372) | Explain fundamentals of project management | Level 4 | NQF Level 04 | 5 |
| Elective | [14944](http://pcqs.saqa.org.za/showUnitStandard.php?id=14944) | Explain how data is stored on computers | Level 4 | NQF Level 04 | 7 |
| Elective | [114741](http://pcqs.saqa.org.za/showUnitStandard.php?id=114741) | Finalise and interpret accounts | Level 4 | NQF Level 04 | 4 |
| Elective | [252205](http://pcqs.saqa.org.za/showUnitStandard.php?id=252205) | Follow sampling requirements | Level 4 | NQF Level 04 | 5 |
| Elective | [10028](http://pcqs.saqa.org.za/showUnitStandard.php?id=10028) | Follow sampling requirements | Level 4 | NQF Level 04 | 9 |
| Elective | [115499](http://pcqs.saqa.org.za/showUnitStandard.php?id=115499) | Gather, record and interpret business related information | Level 4 | NQF Level 04 | 4 |
| Elective | [110000](http://pcqs.saqa.org.za/showUnitStandard.php?id=110000) | Generate information and reports for internal and external use | Level 4 | NQF Level 04 | 10 |
| Elective | [263374](http://pcqs.saqa.org.za/showUnitStandard.php?id=263374) | Generate information and reports for internal and external use | Level 4 | NQF Level 04 | 10 |
| Elective | [10025](http://pcqs.saqa.org.za/showUnitStandard.php?id=10025) | Handle a range of customer complaints | Level 4 | NQF Level 04 | 4 |
| Elective | [252197](http://pcqs.saqa.org.za/showUnitStandard.php?id=252197) | Identify and use marketing resources to meet objectives | Level 4 | NQF Level 04 | 4 |
| Elective | [10013](http://pcqs.saqa.org.za/showUnitStandard.php?id=10013) | Identify and utilise marketing resources to meet objectives | Level 4 | NQF Level 04 | 4 |
| Elective | [10015](http://pcqs.saqa.org.za/showUnitStandard.php?id=10015) | Identify customers of the business | Level 4 | NQF Level 04 | 4 |
| Elective | [10026](http://pcqs.saqa.org.za/showUnitStandard.php?id=10026) | Identify expertise and resources | Level 4 | NQF Level 04 | 3 |
| Elective | [252195](http://pcqs.saqa.org.za/showUnitStandard.php?id=252195) | Identify expertise and resources | Level 4 | NQF Level 04 | 3 |
| Elective | [252193](http://pcqs.saqa.org.za/showUnitStandard.php?id=252193) | Identify potential and existing customers of the business | Level 4 | NQF Level 04 | 4 |
| Elective | [120381](http://pcqs.saqa.org.za/showUnitStandard.php?id=120381) | Implement project administration processes according to requirements | Level 4 | NQF Level 04 | 5 |
| Elective | [115500](http://pcqs.saqa.org.za/showUnitStandard.php?id=115500) | Inform client of planned process and follow-up on requests | Level 4 | NQF Level 04 | 4 |
| Elective | [117156](http://pcqs.saqa.org.za/showUnitStandard.php?id=117156) | Interpret basic financial statements | Level 4 | NQF Level 04 | 4 |
| Elective | [10024](http://pcqs.saqa.org.za/showUnitStandard.php?id=10024) | Liaise with a range of customers of a business | Level 4 | NQF Level 04 | 4 |
| Elective | [252218](http://pcqs.saqa.org.za/showUnitStandard.php?id=252218) | Liaise with a range of customers of a business | Level 4 | NQF Level 04 | 4 |
| Elective | [252204](http://pcqs.saqa.org.za/showUnitStandard.php?id=252204) | Monitor marketing information flow and collect and process marketing data | Level 4 | NQF Level 04 | 4 |
| Elective | [10027](http://pcqs.saqa.org.za/showUnitStandard.php?id=10027) | Monitor marketing information flow and collect process marketing data | Level 4 | NQF Level 04 | 4 |
| Elective | [120387](http://pcqs.saqa.org.za/showUnitStandard.php?id=120387) | Monitor, evaluate and communicate simple project schedules | Level 4 | NQF Level 04 | 4 |
| Elective | [14549](http://pcqs.saqa.org.za/showUnitStandard.php?id=14549) | Network locally | Level 4 | NQF Level 04 | 5 |
| Elective | [10036](http://pcqs.saqa.org.za/showUnitStandard.php?id=10036) | Operate an inter-departmental traffic system | Level 4 | NQF Level 04 | 8 |
| Elective | [120375](http://pcqs.saqa.org.za/showUnitStandard.php?id=120375) | Participate in the estimation and preparation of cost budget for a project or sub project and monitor and control actual cost against budget | Level 4 | NQF Level 04 | 6 |
| Elective | [120382](http://pcqs.saqa.org.za/showUnitStandard.php?id=120382) | Plan, organise and support project meetings and workshops | Level 4 | NQF Level 04 | 4 |
| Elective | [110023](http://pcqs.saqa.org.za/showUnitStandard.php?id=110023) | Present information in report format | Level 4 | NQF Level 04 | 6 |
| Elective | [110025](http://pcqs.saqa.org.za/showUnitStandard.php?id=110025) | Process data using information technology | Level 4 | NQF Level 04 | 5 |
| Elective | [117491](http://pcqs.saqa.org.za/showUnitStandard.php?id=117491) | Produce accounting reports | Level 4 | NQF Level 04 | 10 |
| Elective | [120386](http://pcqs.saqa.org.za/showUnitStandard.php?id=120386) | Provide procurement administration support to a project | Level 4 | NQF Level 04 | 7 |
| Elective | [117512](http://pcqs.saqa.org.za/showUnitStandard.php?id=117512) | Realise and review a design | Level 4 | NQF Level 04 | 15 |
| Elective | [114736](http://pcqs.saqa.org.za/showUnitStandard.php?id=114736) | Record business financial transactions | Level 4 | NQF Level 04 | 5 |
| Elective | [252208](http://pcqs.saqa.org.za/showUnitStandard.php?id=252208) | Record raw data | Level 4 | NQF Level 04 | 3 |
| Elective | [10030](http://pcqs.saqa.org.za/showUnitStandard.php?id=10030) | Record raw data | Level 4 | NQF Level 04 | 3 |
| Elective | [115498](http://pcqs.saqa.org.za/showUnitStandard.php?id=115498) | Resolve client requests and queries | Level 4 | NQF Level 04 | 4 |
| Elective | [117927](http://pcqs.saqa.org.za/showUnitStandard.php?id=117927) | Use a Graphical User Interface (GUI)-based database application to solve a given problem | Level 4 | NQF Level 04 | 6 |
| Elective | [117511](http://pcqs.saqa.org.za/showUnitStandard.php?id=117511) | Use visual communication techniques to represent a concept | Level 4 | NQF Level 04 | 10 |
| Elective | [116943](http://pcqs.saqa.org.za/showUnitStandard.php?id=116943) | Using a Graphical User Interface (GUI)-based spread sheet application, enhance the functionality and apply graph /charts to a spread sheet | Level 4 | NQF Level 04 | 3 |
| Elective | [115792](http://pcqs.saqa.org.za/showUnitStandard.php?id=115792) | Access, process, adapt and use data from a wide range of texts | Level 5 | Level TBA: Pre-2009 was L5 | 5 |
| Elective | [242873](http://pcqs.saqa.org.za/showUnitStandard.php?id=242873) | Advise stakeholders on the roles and functions of the institutions participating in skills development | Level 5 | Level TBA: Pre-2009 was L5 | 8 |
| Elective | [10056](http://pcqs.saqa.org.za/showUnitStandard.php?id=10056) | Analyse and interpret data and marketing information | Level 5 | Level TBA: Pre-2009 was L5 | 8 |