

Choosing the right tertiary institution

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AAA gives high school students a taste of tertiary student life



AAA will be hosting an Open Week from 26-31 October where prospective students are invited to see what AAA has to offer. Both campuses in Cape Town and Johannesburg will welcome potential students and their parents from 9am-4.30pm (Monday-Friday) and 9am-1pm on the Saturday.

Trying to find the right tertiary institution can be incredibly overwhelming. There are several factors students should consider as they decide what career to pursue. Questions like “Is this degree right for me?” or “Is this a good career path to choose?” and “Will I enjoy the course?” need to be asked.

Once a student has decided on a study path the next question to ask is “What is the best institution for my chosen studies?”

Prospective students and parents need to consider a number of aspects when choosing a tertiary institution – most importantly, what the student will gain from studying there. Does the institution offer accredited courses? Are the classes small enough to allow for quality contact from lecturers? Do students have the opportunity to engage with professionals in their chosen career paths? Do they complete projects that are of industry-required standards and will they be career-ready when finishing their qualification?

For students considering a career in advertising or marketing, the AAA is exactly the institution they need.

AAA School of Advertising offers two world class degrees – BA Creative Brand Communication and BA Marketing Communication. These degrees develop the students’ understanding and skills in graphic design, art direction, copywriting, integrated marketing, digital marketing, account management, brand management, strategic planning, digital planning and media management. They also offer diplomas in visual communication and brand communication. Students are given practical exercises and are welcome to showcase their creations at the annual Showcase Week where key players in the industry are invited to attend. Once they have completed their qualification, they are work-ready. The quality of the qualifications is of the highest standards and AAA’s alumni have won almost 200 industry awards such as the Loeries, Pendergast and Assegai Awards.

Further to the accredited qualifications, AAA offers matric learners a Matric Revision Programme where learners are able to attend online classes in a variety of subjects taught by matric teachers with a wealth of experience in final exams. The Ad Room is another opportunity for school leavers to unleash their creativity and potentially win a bursary for their studies.

“Attending The AAA School of Advertising Open Week will assist allow prospective students in gathering information about the school, experience the campus, meet the staff and ultimately find out if it AAA is the place for them. This is an invaluable opportunity to our prospective students and their parents as it allows you to make an informed decision on choosing a career in the advertising and communications industry,” says CEO Dr. Ludi Koekemoer.

All prospective students and their parents are welcome to attend the Open Week where they will experience the campus life of AAA, see the Award-Winning work from past and present students and to discuss the courses directly with the expert lecturers.

For more information contact the AAA School of Advertising on info@aaaschool.co.za or visit www.aaaschool.ac.za

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Together with advertising agencies, design companies, media agencies and marketers as strong partners, the AAA's vision is to set and maintain globally recognised standards for world class education and training of students.

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