
GOVERNMENT NOTICES

SOUTH AFRICAN QUALIFICATIONS AUTHORITY

No. 598

13 July 2007



SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

Marketing

registered by Organising Field 03 – Business, Commerce and Management, publishes the following Qualification and Unit Standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Qualification and Unit Standards. The full Qualification and Unit Standards can be accessed via the SAQA web-site at www.saq.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification and Unit Standards should reach SAQA at the address below and **no later than 13 August 2007**. All correspondence should be marked **Standards Setting – Marketing** and addressed to

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SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:
National Certificate: Advertising

SAQA QUAL ID		QUALIFICATION TITLE	
58820		National Certificate: Advertising	
ORIGINATOR		PROVIDER	
SGB Marketing			
QUALIFICATION TYPE	FIELD	SUBFIELD	
National Certificate	3 - Business, Commerce and Management Studies	Marketing	
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	124	Level 5	Regular-Unit Stds Based

PURPOSE OF THE QUALIFICATION**Purpose:**

Advertising practice demands an attention to detail, adherence to deadlines, work ethic, positive regard for others (i.e. colleagues and clients), professionalism and a willingness to go beyond the obvious. The purpose of this qualification is to ensure that qualified learners understand advertising agency processes, systems and technical methods in general, and specialise in the processes, systems and technical methods that they are (to be) involved in by achieving specific competence. These processes, systems and technical methods refer to copywriting, art direction and design, client service, media buying, television/radio production, and print production.

For the individual that achieves this qualification, it means improved levels of competence to compete internationally, achieving defined learning outcomes in a shorter space of time, getting a foot in the door to progress to higher levels on the learning and career pathway in Advertising, and improved employment opportunities as a result of the integration of knowledge (theory) and skills (practical) to do their job from day one. The industry also benefits from increased efficiency and saving time and money, and improved competitiveness and quality. Access to information and products and services is improved, with resulting social and economic benefits.

Although this qualification provides an exit point from learning and they do not have to achieve an entire degree before earning a living, learners can come back and continue their learning process at any time. In addition, certain outcomes achieved to qualify are transferable to other fields, for example, project management, team work, seeing from another person's point of view, and improves career options for qualified learners. To qualify, learners learn to learn by evaluating progress and outputs, and improving on their own work.

Qualified learners are capable of:

- Analysing and sourcing information required for advertising decision-making.
- Presenting ideas and making recommendations regarding appropriateness and relevance of ideas and recommendations.
- Interpreting information for advertising assignments to determine resource requirements.
- Evaluating advertising assignment progress.
- Evaluating advertising assignment outputs.
- Implementing and coordinating advertising assignment activities according to brief.

Rationale:

International and national trends that impact on competence needs in the Advertising field include the following:

- There are increasing numbers of full time freelancers, and freelancing agencies who do only ad hoc projects.
- Younger people are being promoted earlier and are required to sell with higher levels of energy.
- The importance of working unsupervised and managing oneself is increasing.
- Working at a faster pace and higher expectations to do things faster because of the application of technology.
- Agency culture is changing to value creativity in all departments, and not just in the creative department as has traditionally been the case.

The advertising industry in South Africa generally requires two sets of competence, namely, frontline (with a focus on the big picture) and behind-the-scenes/back-end (with a detail focus) competencies. People employed in advertising agencies apply these sets of competence to fulfil copywriting, art direction and design, client service, media buying, television/radio production and/or print production functions. Historically, agencies have engaged in a large amount of informal training in the workplace, but are facing challenges (i.e. in terms of resources and competitiveness) to address training needs in this way. In addition, training has, for the most part, not been comparable from one agency to the next, as learning outcomes remained undefined, and learners could not receive national recognition for what they have learnt. This qualification is aimed at addressing the needs for competence by ensuring that learning achievements are clearly defined and are nationally recognised.

Qualified learners are employed as copywriters, junior account executives, junior producers, etc. Typical learners would enter this qualification after achieving a Further Education and Training Certificate: Advertising (NQF Level 4), or Further Education and Training Certificate in related fields such as Design, or Marketing. Most learners are employed by advertising agencies (about 90% of learners) and some are self-employed:

- Those who pursue a copywriting career have either achieved a Further Education and Training Certificate in school (about 50% of learners), or come from other (communication or language) fields such as Journalism, and are in the process of changing careers.
- Those who pursue art direction and design careers have mostly achieved a Further Education and Training Certificate in school (about 80% of learners), with others coming from related fields such as visual arts, craft, or theatre.
- Those who pursue client service careers should ideally have achieved the Further Education and Training Certificate: Advertising (NQF Level 4), although they also come from related fields such as media, and are sometimes graduates with sales experience, or come from agency client organisations. Within agencies, this group is most often recruited from the client service secretaries, or telephonists, that is, in-house promotion is prevalent.
- For the media buying career path, internal promotion is also prevalent, and most learners come from matric, and sometimes the accounting field.
- In television/radio production, television or radio assistants, or sometimes runners, from production companies/agencies pursue this qualification, as well as matriculants who have some home recording or photography experience, and learners from other fields such as theatre and media (radio, television).
- In print production, print production assistants from production companies may pursue this qualification, as well as learners with NQF Level 4 technical printing qualifications.

The Advertising learning pathway starts at NQF Level 1 where General Education addresses the communication and numeracy competencies required as a basis for further learning. At Further Education and Training levels, learners acquire competencies as part of many different qualifications, but the first qualification that is Advertising-specific is at NQF Level 4, namely, the Further Education and Training Certificate: Advertising. This NQF Level 5 qualification follows, and learners can then progress to a variety of first degrees, including one that is Advertising-specific. Where the NQF Level 4 qualification requires learners to gather information and coordinate resources for copywriting, art direction and design, client service, media buying, television/radio production, and print production, this NQF Level 5 qualification is set to ensure that the information and resources gathered are screened and selected for higher (NQF Level 6) decision-making. By improving the standards in Advertising education and training, advertising standards will also improve, raising the level of communication and design, and therefore, society benefits in that things work better, and are better communicated.

RECOGNIZE PREVIOUS LEARNING?

Y

LEARNING ASSUMED IN PLACE

The qualification was designed based on the assumption that the following competencies have already been achieved:

- Communication and language at NQF Level 4.
- Adhering to advertising work ethic and industry accepted practice standards at NQF Level 4.
- Working in an advertising team at NQF Level 4.

Recognition of Prior Learning:

This qualification can be achieved wholly, or in part, through recognition of prior learning. Evidence can be presented in a variety of forms, including previous international or local qualifications, reports, testimonials, mentoring, functions performed, portfolios, work records and performance records. As such, evidence should be judged according to the general principles of assessment described in the notes to assessors below. Learners who have met the requirements of any Unit Standard that forms part of this qualification may apply for recognition of prior learning to the relevant Education and Training Quality Assurance body (ETQA). The applicant must be assessed against the specific outcomes and with the assessment criteria for the relevant Unit Standards. A qualification will be awarded should a learner demonstrate that the exit level outcomes of the qualification have been attained.

Access to the qualification:

Access to this qualification is open to all learners.

QUALIFICATION RULES

All Fundamental component unit standards (15 credits) and Core component unit standards (69 credits) are compulsory. For the Elective components, learners must achieve one of the following combinations of unit standards, for at least 40 credits:

Option 1: Art Direction (at least 40 credits):

- Compulsory unit standards for Option 1: Art Direction (27 credits).

Unit Standard Title;NLRD ID; NQF Level; Credits:

- Conceptualise a range of ideas to solve design problems ;NLRD ID 115154; NQF Level 5; 12 Credits.

- Contract suppliers for advertising assignments; NLRD ID 244586; NQF Level 5; 15 Credits.
- Additional unit standards for Option 1: Art Direction (at least 13 credits).

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Convey a specific design message; NLRD ID 115163; NQF Level 5; 10 Credits.
- Select materials, media and processes for production; NLRD ID 115146; NQF Level 5; 16 Credits.
- Create animation for a multimedia/web-based computer application; NLRD ID 115464; NQF Level 5; 10 Credits.
- Create digitised sound for a multimedia/web-based computer application; NLRD ID 115371; NQF Level 5; 10 Credits.
- Create digitised still images for a multimedia/web-based computer application; NLRD ID 115370; NQF Level 5; 10 Credits.
- Create digitised video for a multimedia/web-based computer application; NLRD ID 115375; NQF Level 5; 10 Credits.
- Create graphic elements for a multimedia/web-based computer application; NLRD ID 115366; NQF Level 5; 10 Credits.
- Create object scripts for a multimedia/web-based computer application; NLRD ID 115379; NQF Level 5; 20 Credits.
- Draw from life; NLRD ID 242652; NQF Level 5; 15 Credits.
- Find and assess design problems; NLRD ID 115153; NQF Level 5; 10 Credits.
- Operate industry related computer hardware and software for design; NLRD ID 115126; NQF Level 6; 14 Credits.
- Practice physical techniques for communication in performance; NLRD ID 114547; NQF Level 4; 20 Credits.
- Create original design messages, forms and arguments; NLRD ID 115116; NQF Level 5; 16 Credits.
- Create visual elements for animation; NLRD ID 242651; NQF Level 5; 10 Credits.
- Identify elements and principles of a design message; NLRD ID 115161; NQF Level 5; 8 Credits.

Option 2: Client Service (at least 36 credits):

- Compulsory unit standards for Option 2: Client Service (31 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Establish customer needs and relationships; NLRD ID 10066; NQF Level 5; 16 Credits.
- Contract suppliers for advertising assignments; NLRD ID 244586; NQF Level 5; 15 Credits.

- Additional unit standards for Option 2: Client Service (at least 9 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Develop customer needs and relationships; NLRD ID 10067; NQF Level 5; 16 Credits.
- Perform support duties related to various types of PR events; NLRD ID 115410; NQF Level 4; 8 Credits.
- Perform support functions for media liaison, publicity campaigns and corporate social investment programmes; NLRD ID 115414; NQF Level 4; 9 Credits.
- Apply basic business accounting practices; NLRD ID 116338; NQF Level 6; 9 Credits.
- Evaluate the financial practices of a business; NLRD ID 116365; NQF Level 6; 9 Credits.
- Identify financial implications for making decisions; NLRD ID 10049; NQF Level 5; 8 Credits.
- Manage the cash flow of a small business or a business unit; NLRD ID 1116788; NQF Level 5; 10 Credits.

- Gather, record and interpret business related information; NLRD ID 115499; NQF Level 4; 4 Credits.
- Co-ordinate an event; NLRD ID 13482; NQF Level 5; 12 Credits.
- Demonstrate an understanding of the principles of designing and building an e-Commerce web site; NLRD ID 115383; NQF Level 5; 10 Credits.
- Demonstrate an understanding of the principles of implementing and managing an e-Commerce web site; NLRD ID 115385; NQF Level 5; 12 Credits.
- Demonstrate an understanding of the various types of e-commerce applications; NLRD ID 115380; NQF Level 5; 8 Credits.
- Design an event; NLRD ID 14806; NQF Level 5; 10 Credits.
- Evaluate an event to ensure sustainable events; NLRD ID 13483; NQF Level 5; 3 Credits.
- Perform successful event administration; NLRD ID 13484; NQF Level 5; 8 Credits.
- Plan an event; NLRD ID 13485; NQF Level 5; 10 Credits.
- Research an event; NLRD ID 13486; NQF Level 5; 4 Credits.

Option 3: Copywriting (at least 40 credits):

- Compulsory unit standards for Option 3: Copywriting (25 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Write advertising copy; NLRD ID 244612; NQF Level 5; 15 Credits.
- Write scripts for an audio visual medium; NLRD ID 117558; NQF Level 5; 10 Credits.

- Additional unit standards for Option 3: Copywriting (at least 15 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Adapt source and target text; NLRD ID 115015; NQF Level 5; 10 Credits.
- Assess source and target texts; NLRD ID 115007; NQF Level 5; 10 Credits.
- Develop customer needs and relationships; NLRD ID 10067; NQF Level 5; 16 Credits.
- Establish customer needs and relationships; NLRD ID 10066; NQF Level 5; 16 Credits.
- Perform support duties related to various types of PR events; NLRD ID 115410; NQF Level 4; 8 Credits.
- Perform support functions for media liaison, publicity campaigns and corporate social investment programmes; NLRD ID 115414; NQF Level 4; 9 Credits.

Option 4: Media (at least 40 credits):

- Compulsory unit standards for Option 4: Media (23 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Analyse and interpret data and marketing information; NLRD ID 10056; NQF Level 5; 8 Credits.
- Contract suppliers for advertising assignments; NLRD ID 244586; NQF Level 5; 15 Credits.

- Additional unit standards for Option 4: Media (at least 17 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Apply advanced HTML and associated techniques to build a web site for business applications; NLRD ID 115368; NQF Level 5; 12 Credits.
- Apply fundamental principles of Object Oriented Programming to solve a given problem; NLRD ID 115363; NQF Level 5; 10 Credits.

- Apply principles of creating computer software by developing a complete program to meet given business specifications; NLRD ID 115392; NQF Level 5; 12 Credits.
- Apply the principles of creating batch and interactive computer programs using a procedural programming language; NLRD ID 115386; NQF Level 5; 10 Credits. Create an application for a single-user personal computer using a fourth generation language; NLRD ID 115390; NQF Level 5; 10 Credits.
- Create database access for a computer application using structured query language; NLRD ID 114048; NQF Level 5; 9 Credits.
- Design a Measuring Instrument to gather the desired information; NLRD ID 10058; NQF Level 5; 10 Credits.
- Write editing, coding and data processing instructions for the desired analysis; NLRD ID 10059; NQF Level 5; 8 Credits.
- Apply basic business accounting practices; NLRD ID 116338; NQF Level 6; 9 Credits.
- Evaluate the financial practices of a business; NLRD ID 116365; NQF Level 6; 9 Credits.
- Identify financial implications for making decisions; NLRD ID 10049; NQF Level 5; 8 Credits.
- Manage the cash flow of a small business or a business unit; NLRD ID 116786; NQF Level 5; 10 Credits.
- Gather, record and interpret business related information; NLRD ID 115499; NQF Level 4; 4 Credits.

Option 5: Production (at least 40 credits):

- Compulsory unit standards for (27 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Evaluate production quotations; NLRD ID 244576; NQF Level 5; 12 Credits.
- Contract suppliers for advertising assignments; NLRD ID 244586; NQF Level 5; 15 Credits.

- Additional unit standards for (at least 13 credits):

Unit Standard Title; NLRD ID; NQF Level; Credits:

- Create original design messages, forms and arguments; NLRD ID 115116; NQF Level 5; 16 Credits.
- Create visual elements for animation; NLRD ID 242651; NQF Level 5; 10 Credits.
- Identify elements and principles of a design message; NLRD ID 115161; NQF Level 5; 8 Credits.
- Apply basic business accounting practices; NLRD ID 116338; NQF Level 6; 9 Credits.
- Evaluate the financial practices of a business; NLRD ID 116365; NQF Level 6; 9 Credits.
- Identify financial implications for making decisions; NLRD ID 10049; NQF Level 5; 8 Credits.
- Manage the cash flow of a small business or a business unit; NLRD ID 116786; NQF Level 5; 10 Credits.
- Co-ordinate the use of equipment, material and tools; NLRD ID 114518; NQF Level 5; 15 Credits.
- Operate (apply) equipment, material and tools; NLRD ID 114516; NQF Level 5; 15 Credits.
- Operate lights for film and video production; NLRD ID 117532; NQF Level 4; 7 Credits.
- Operate sound for film, television and video production; NLRD ID 117530; NQF Level 4; 7 Credits.
- Produce studio recorded programmes; NLRD ID 117559; NQF Level 5; 15 Credits.
- Record sound from a single source; NLRD ID 12608; NQF Level 4; 3 Credits.
- Rig and de-rig cameras for a video production; NLRD ID 12505; NQF Level 4; 6 Credits.
- Rig lighting for locations; NLRD ID 12507; NQF Level 4; 8 Credits.
- Set-up visual appearance for film, television and video production; NLRD ID 117533; NQF Level 4; 12 Credits.

EXIT LEVEL OUTCOMES

1. Source and analyse information required for advertising decision-making.
 - Range: Information includes existing information and new information.
2. Present ideas and make recommendations regarding appropriateness and relevance of ideas and recommendations.
 - Range: Ideas and recommendations relate also to suppliers.
3. Interpret information for advertising assignments to determine resource requirements.
4. Evaluate advertising assignment progress.
5. Evaluate advertising assignment outputs.
6. Implement and coordinate advertising assignment activities according to brief.
 - Range: Project activities are limited to one area of specialisation (copywriting, art direction and design, client service, media buying, television/radio production, or print production).

ASSOCIATED ASSESSMENT CRITERIA

Associated Assessment Criteria for Exit Level Outcome 1:

- 1.1 Gathered information quality and quantity is analysed in terms of the requirements of the specified brief.
- 1.2 Gathered information is checked in terms of relevance for specific projects, and the inclusion or exclusion of information is motivated in terms of potential for application.
- 1.3 Quality of information is verified by confirming the credibility of sources.

Associated Assessment Criteria for Exit Level Outcome 2:

- 2.1 Information is assessed in terms of its potential for eliciting new ideas and new ways of finding information are identified and recommended using a variety of sources.
- 2.2 Ideas are collated for presentation based on business viability, based on accurate cost estimation and cost implications, and optimum application of resources.
- 2.3 Ideas are presented with confidence and arrangement of content is coherent.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 Brief (specification) requirements are adhered to when communicating with the role-players.
 - Range: Requirements include deadlines, budget, team composition, objectives, etc.
- 3.2 Resources are assessed for adequacy in terms of, appropriateness and scheduled brief (specification) requirements.

Associated Assessment Criteria for Exit Level Outcome 4:

- 4.1 Progress is evaluated taking into account the entire advertising process.
- 4.2 Progress is evaluated objectively using given criteria.
- 4.3 Review schedules are adhered to and additions or changes are made timeously and adhere to brief (specification) requirements.
 - Range: Schedules include specified frequency of review.

Associated Assessment Criteria for Exit Level Outcome 5:

- 5.1 Outputs are evaluated objectively using given criteria.
 - Range: Criteria can include that outputs must be impactful, fresh, different, etc.
- 5.2 Outputs are reviewed and compared with other work over time.

5.3 Outputs are pre-tested to determine others' reaction and to compare these reactions with intended reactions.

Associated Assessment Criteria for Exit Level Outcome 6:

6.1 Project activities are adhered to brief requirements when carried out.

- Range: requirements include deadlines, budget, team composition, objectives, etc.

6.2 Communication techniques are identified to ensure that project activities meet project objectives.

Integrated Assessment:

The assessment criteria in the unit standards are performance-based, assessing applied competence, rather than only underpinning knowledge, or only skills. The critical cross-field outcomes are also achieved in the unit standards. In addition to the competence assessed to achieve the unit standards, learners must demonstrate that they can achieve the outcomes in an integrated manner, dealing effectively with different and random demands related to occupational and learning contexts, to qualify, and assessment approaches used should be appropriate for assessing applied competence. Integrated assessment is meaningful if there are clear relationships between the purpose statement, exit level outcomes and integrated assessment of this qualification.

Learners who qualify must be able to integrate concepts, ideas and behaviours across unit standards to achieve the purpose of the qualification. Evidence (as specified in the associated assessment criteria) is required that the learner is able to achieve the exit level outcomes of the qualification as a whole and in an integrated way, and thus its purpose, at the time of the award of the qualification.

Evidence of integration may be presented by learners when being assessed against the unit standards, and separate assessment for integration may not be necessary. Workplace experience can be recognised when assessing towards this qualification. Integrated assessment should include observable performance as well as the quality of thinking behind such performance. Formative assessment can be employed during learning towards the unit standards and during integration to achieve exit level outcomes, to ensure that integration takes place when summative assessment is employed.

INTERNATIONAL COMPARABILITY

Although the advertising industry in South Africa is relatively small, it is internationally acclaimed as one of the industry leaders in terms of its outputs. The leading international agencies are based in the United States of America (USA), Europe (United Kingdom, and France) and Japan. Information about French and Japanese qualifications was inaccessible due to the (French or Japanese) language of publication.

In the United States of America (USA), programmes are aimed at comparable levels for advertising media planners, traffic personnel, copywriters, illustrators, directors, account executives, etc. The lowest level of advertising qualification in the USA is at the equivalent of this NQF Level 5 qualification, although most qualifications are at the equivalent of NQF Level 6 (first degrees). For example, the Academy of Art University - School of Advertising (San Francisco), offers a Bachelor of Fine Arts degree that includes account planning, art direction, copywriting and television commercials. Although presumably aimed at a level above this South African qualification, a number of similarities can be noted:

Bachelor of Fine Arts; Advertising (USA): South African qualification:

- Strategic communication for print and ambient advertisements, television and interactive media: communicate strategic conceptual and artistic goals of an advertising campaign using

industry terminology, both verbally and in writing and develop strategic briefs that focuses on the target customer, the product/service, and the competition; Fundamental: Sustain oral interaction across a wide range of contexts and critically evaluate spoken texts; Write and present for a wide range of purposes, audiences and contexts. Core: Develop advertising activity specifications; Investigate and explain marketing communications concepts; Present advertising ideas.

- Visual communication: use appropriate visual media, including freehand drawing and computer technology, in order to convey essential formal elements at each stage of the creative process; execute creative concepts in detail using digital tools accurately; visualize creative ideas and images for the purpose of conceptual communication; Elective, for example, Create digitised sound for a multimedia/web-based computer application; Draw from life.
- Typography and fundamental design: select and design with fonts in advertising campaigns; use basic design principles in the design of print advertising, commercials, ambient media, and interactive advertising; Elective, for example, Convey a specific design message.
- Conceptual thinking: employ both intuitive and logical thinking to solve marketing problems with creative advertising solutions; Core: Present advertising ideas; Investigate and explain marketing communications concepts; Elective, for example, Conceptualise a range of ideas to solve design problems; Find and assess design problems; Create original design messages, forms and arguments.
- Critical thinking: raise clear and precise questions, use abstract ideas to interpret information, consider diverse points of view, reach well-reasoned conclusions, and test them against relevant criteria and standards; Core: Select information for advertising assignments.
- Research: gather, assess, record, and apply relevant information for strategic and planning work; Fundamental: Access, process, adapt and use information from a wide range of texts. Core: Select information for advertising assignments.
- History: employ historical research as part of the conceptual and design process; Integrated across Core component unit standards.
- Fundamental copywriting: use verbal skills to convey concepts and brand tone and manner, at each stage of the creative process; Elective: Write advertising copy.
- Understanding of brand building, to tailor marketing efforts to build the equity of a specific good or service; Core: Investigate and explain marketing communications concepts.
- Fundamental account planning: identify customer needs, market strategies, and potential market opportunities; understanding of the theories and methods of inquiry that seek to clarify the relationship between human behaviour and consumer purchase motivations; understand social and consumer trends; Fundamental: Access, process, adapt and use information from a wide range of texts; Core: Select information for advertising assignments.
- Organization and management: apply appropriate skills to problem solving with regard to managing creative projects and teams; Core: Recommend resources for advertising assignments; Supervise a project team of a technical project to deliver project objectives.
- Collaborative skills: understanding of interdisciplinary collaboration in professional practice; collaborate with other members of a creative team; understanding of the leadership role of art directors, writers, and planners in the strategic business and conceptual arenas; Critical cross-field outcome (integrated across all unit standards).

- **Professional readiness:** present and promote portfolios to acquire a job within the industry; **deliver** projects on time; submit work according to professional presentation standards; **Core: Present** advertising ideas; Critical cross-field outcomes (integrated in all unit standards).

The Art Institute of Phoenix (USA) offers a similar programme, although learners qualify for a Bachelor of Arts: Advertising. The qualification compares as follows with this South African qualification:

Bachelor of Arts: Advertising (USA); Year; South African qualification:

- **Computer Applications;** 1 Year; Elective.
- **Dynamics of Mass Communications;** 1 Year; Not included.
- **Digital Typography;** 1 Year; Elective.
- **Fundamentals of Advertising;** 1 Year; Core.
- **Image Manipulation;** 1 Year; Elective.
- **Principles of Photography;** 1 Year; Elective.
- **Print Production;** 1 Year; Elective.
- **Colour Theory;** 1 Year; Elective - embedded knowledge.
- **Fundamentals of Design;** 1 Year; Elective.
- **Fundamentals of Drawing;** 1 Year; Elective.
- **Traditional Typography;** 1 Year; Elective.
- **Art History;** 1 Year; Elective - embedded knowledge.
- **College Algebra;** 1 Year; Elective.
- **English Composition;** 1 Year; Fundamental.
- **Digital Layout;** 1 Year; Elective.
- **Advertising Scriptwriting;** 1/2 Year; Elective.
- **Advertising Copywriting;** 1/2 Year; Fundamental, Elective.
- **Principles of Market Research;** 1/2 Year; Core - embedded knowledge.
- **Fundamentals of Marketing;** 1/2 Year; Core.
- **Fundamentals of Business;** 1/2 Year; Elective.
- **Writing for Media;** 1/2 Year; Fundamental, Elective.
- **Broadcast Graphics;** 1/2 Year; Elective.
- **Design for Interactive Media;** 1/2 Year; Elective.
- **Digital Grid Systems;** 1/2 Year; Elective.
- **Graphic Symbolism;** 1/2 Year; Elective.
- **Web Page Scripting;** 1/2 Year; Elective.
- **Video Camera & Lighting Techniques;** 1/2 Year; Elective.
- **Humanities;** 1/2 Year; Elective.
- **Psychology;** 1/2 Year; Not included.
- **Speech;** 1/2 Year; Fundamental, Core.
- **Advertising Concepts;** 2/3 Years; Core.
- **Art Direction and the Creative Process;** 2/3 Years; Core - embedded knowledge.
- **Advertising Sales and Ratings;** 2/3 Years; Core, Elective.
- **Business Communications;** 2/3 Years; Fundamental, Core.
- **Business Statistics & Media Research;** 2/3 Years; Elective.
- **Fundamentals of Sales;** 2/3 Years; Elective.
- **e-Business & Marketing;** 2/3 Years; Elective.
- **Global Business and Marketing;** 2/3 Years; Elective.
- **Public Relations;** 2/3 Years; Elective.
- **Creative Photography;** 2/3 Years; Elective.
- **Pre-Production;** 2/3 Years; Elective.
- **Critical Thinking;** 2/3 Years; Critical cross-field outcome.
- **History of Popular Culture;** 2/3 Years; Core - embedded knowledge.
- **World Literature;** 2/3 Years; Core - embedded knowledge.
- **Brand Strategy & Marketing;** 2/3 Years; Core - embedded knowledge.

- Career Development; 3 Years; Not included.
- Consumer Behaviour; 3 Years; Core - embedded knowledge.
- Introduction to Advertising Campaign; 3 Years; Core.
- Intermediate Advertising Campaign; 3 Years; Partial: Core.
- Advanced Advertising Campaign; 3 Years; Partial: Core.
- Media Business Law; 3 Years; Core - embedded knowledge.
- Media Planning and Buying; 3 Years; Elective.
- Elective Options; 3 Years:
 - Account Management; 3 Years; Core.
 - Externship EX400; 3 Years; Not prescribed.
 - Environmental Science; 3 Years; Not included.
 - Ethics; 3 Years; Integrated across all unit standards.
 - Japanese Pop Culture; 3 Years; Core - embedded knowledge.
 - Mythology; 3 Years; Core - embedded knowledge.
 - Science Fiction Literature; 3 Years; Core - embedded knowledge.
 - Creative Writing; 3 Years; Fundamental, Elective.

One of the leading USA schools is the New York School of Visual Arts. The Advertising degree is a two-year programme that compares as follows with this South African qualification:

Degree in Advertising (USA); Year; South African qualification:

- Literature and writing; 1 Year; Fundamental.
- Principles of visual language; 1 Year; Core.
- Drawing; 1 Year; Elective.
- Foundations in 3D graphic design; 1 Year; Elective.
- Survey of world art; 1 Year; Fundamental.
- Foundations of visual computing; 1 Year; Elective.
- Basic graphic design; 2 Year; Elective.
- Basic advertising; 2 Year; Core.
- Basic typographic design; 2 Year; Core, Elective.
- Drawing; 2 Year; Elective.
- Computers in studio; 2 Year; Core (integrated), Elective.
- Visual literacy; 2 Year; Core (integrated), Elective.
- Art history; 2 Year; Elective (integrated).
- Humanities; 2 Year; Elective.
- Sciences; 2 Year; Elective.
- History of advertising (recommended); 2 Year; Core (integrated).
- History of graphic design (recommended); 2 Year; Elective (integrated).
- Basic 3D graphic design (recommended); 2 Year; Elective.
- Graphic designer as image maker (recommended); 2 Year; Elective.
- Originality (recommended); 2 Year; Core (integrated, critical cross-field outcome).
- Digital photography for designers (recommended); 2 Year; Elective.

The South African qualification compares well with the New York School of Visual Arts degree, with the main difference being that, due to the South African qualification design with a larger elective component, the Visual Arts degree is longer.

Seneca College and York University in the USA offer a two-year Creative Advertising Diploma/Bachelor of Arts to prepare advertising copywriters, account executives, media buyers, and marketing communications co-ordinators for employment. Comparable to this South African qualification, the Diploma focuses on the strategic planning and creation of advertising, with attention to principles of advertising, creative concept development and the writing of persuasive advertising copy. The first year of the Diploma/Degree compares as follows with the South African qualification:

Creative Advertising Diploma/Bachelor of Arts (USA); South African qualification:

- Advertising Insights Core.
- Consumer Behaviour and Persuasion; Core.
- Advertising Strategies; Core.
- Introduction to Advertising Design and Layout; Core.
- Effective Communication and Presentation; Fundamental.
- Introduction to Radio Copywriting; Elective.
- Introduction to Copywriting; Elective.
- Introduction: Integrated Marketing and Communication; Core.
- College English; Fundamental.
- Introduction to Computers and Applications; Core (integrated), Elective.
- Perception and Communication; Fundamental, Core.
- Advertising Trends; Fundamental, Core.
- Desktop Publishing; Elective.
- Advertising Campaign Concept Development; Core.
- Advertising Media Planning; Core (partial), Elective.
- Copywriting for Television; Elective.
- Introduction to Advertising Research; Fundamental, Core, Elective.
- Effective Business Writing; Fundamental.

The remainder of the Diploma/Degree programme addresses planning and producing all aspects of complete advertising campaigns, and specialising in either creative development or business management. The content of the Diploma/Degree first year is the equivalent of the South African qualification, and the structure of the qualifications overall is similar, in spite of varying duration. An example of a qualification of equivalent duration when compared with this South African qualification is the Dallas Baptist University Certificate in Advertising and Promotions, that introduces learners to promotional strategy, marketing, and graphic design.

Certificate in Advertising and Promotions (USA); South African qualification:

- Identify the forces influencing consumers in our competitive economy; Fundamental.
- Develop an understanding of promotions and the marketing mix; Core.
- Create and investigate applied design and illustration for various media; Elective.
- Principles of Marketing; Core.
- Promotional Strategy; Core.
- Consumer Behaviour; Fundamental, Core.
- Media Graphics; Elective.
- Advertising and Visual Communication OR Desktop Publishing and Design; Core, Elective.

Although there seems to be overlap with this South African qualification, the level of complexity of the USA qualification is lower. Various Universities and Colleges in the USA offer Certificates of equal duration or longer, that are less complex. Nonetheless, most of these programmes also combine business and art, as does this South African qualification. Some also combine advertising with related areas, such as journalism, design, public relations, etc. For example, the equivalent qualification at the University of Scranton is a Certificate in Advertising/Public Relations, and Rhode Island School of Design offers a Certificate in Advertising Design. The South African qualification allows for these various related areas in the Elective component.

In the United Kingdom relevant qualifications are offered at undergraduate level. For example, the University of Northampton offers an Advertising and Promotion first degree. The qualification includes contemporary advertising and public relations theory and practice, and knowledge and skills in a range of activities falling into the category of marketing communications. At the equivalent level to this South African qualification, learners are required to examine a broad range of marketing communication topics and key operational areas of the advertising and PR

industries, and include modules regarding campaign planning, consumer behaviour, customer relationship management, integrated marketing communications, issues in advertising and design, and PR management. Most of these aspects are covered in the elective component of the South African qualification. Another, more similar example, although offered over two years, is the Higher National Diploma in Advertising and Media Communications at Southampton Solent University. The qualification compares as follows with this South African qualification:

Higher National Diploma: Advertising and Media Communications (United Kingdom); South African qualification:

- Advertising/Advertising Design; Core, Elective.
- Copywriting; Fundamental, Elective.
- Communications and Research; Fundamental, Core.
- Electronic Publishing/Web Design; Elective.
- Creative Marketing; Core, Elective.
- Media Relations and the PR Process; Elective.
- Radio/Video Production; Elective.
- Communication and the Media Industry; Not specifically addressed.
- Ethics and Media Law; Integrated in all unit standards.
- Public Relations - Strategy and Management; Elective.
- Promotional Media; Integrated in Core.
- Electives:
 - Image and Realisation; Not included.
 - Photography; Elective.
 - Advertising Culture; Integrated in Core.
 - Editorial Planning and Design; Elective.
 - Photojournalism; Not included.
 - History of Design; Integrated in Elective.
 - New Media; Elective.
 - Career and Personal Development; Critical cross-field outcome.

Various certificates are also on offer in the United Kingdom. For example, the Communications and Management Institute (Ireland) offers a Certificate in Advertising that covers topics such as definitions of advertising, advertising media and creativity, budgeting and briefing, the communication mix, sponsorship, direct mail & response, advertising analysis, creative appeals, printing processes, and legal & ethical considerations. Brandford College offers a Higher National Certificate: Advertising and Marketing Communications over two years, including eight business units, four marketing communications units and a further four options. All these aspects are also covered in the South African qualification, mostly as part of the Core component, and with a few aspects addressed in the Elective component.

Other courses on offer in the United Kingdom at an equivalent level are short courses, for example, the Irish Academy's Certificate in Advertising & Marketing, a twelve-week course that addresses the key areas of marketing (product, price, place, promotion, segmentation and distribution), the role of research in advertising, the functions of the advertising agency, different forms of advertising and how to structure an advertising campaign. Distance learning courses are also on offer, for example, Stonebridge Advertising courses including a nine-lesson Advertising Diploma (the equivalent of 11 credits on the South African NQF) that includes an introduction to advertising; advertising for the small business; media costs; putting the advertisement together; the agency; types of advertising controls; public relations. A course specialising in advertising is also on offer, including definitions of advertising, theories and models, message design, media planning, elements of media planning, concepts and techniques in media planning, evaluating and controlling advertising. The equivalent of such short courses is addressed either in the essential embedded knowledge or integrated into the Core and Elective components of this South African qualification.

In Southern Africa (i.e. SADC countries), although not relevant for direct comparison due to the purpose of the qualification and the fact that it is at a level above this qualification, the following Higher Education institutions offer the Professional Certificate in Marketing (Chartered Institute of Marketing): Malawi College of Accountancy; Seychelles Institute of Management; Synergy School of Marketing (Maldives); Zambia Centre for Accountancy Studies; Zambia Insurance Business College Trust. In Angola and Botswana learning programmes focus mainly on multi-media, with no comparable qualifications found. In the Democratic Republic of Congo a first degree in Marketing is offered, with limited overlap with this South African qualification - it includes information management, research methods, ethics, marketing, communication, negotiation and resource allocation, as does the South African qualification, but also addresses applied statistics, economics and econometrics, and electives in international exchange theory, which this qualification does not. Other aspects in the Democratic Republic of Congo qualification programmes are contained in the South African qualification's Elective component, for example, financial analysis and management.

The National University of Lesotho offers a Bachelor of Arts and a Bachelor of Commerce, but both qualifications are generic, and the latter includes marketing as a subject only. Most higher education institutions in Madagascar focus on medicine, sciences, law, and general management. The University of Malawi, Mzuzu University and University of Livingstonia do not offer equivalent qualifications, although the University of Malawi Polytechnic faculty of Commerce offers business administration and management programmes, and the faculty of Education and Media Studies offers Journalism and Media Studies, and Language and Communication. The Mzuzu programme in Information and Communication Science does not include any equivalent components.

The relevant Faculties at the University of Mauritius do not offer equivalent programmes, and in Mozambique the Catholic University of Mozambique combines Education and Communication, with no comparable programmes. In Namibia, advertising qualifications are placed within the field of Visual Arts, and qualifications start at a level above this qualification, for example, a Bachelor's degree in Art for Advertising, including typography, graphic design, African arts, colour theory, and illustration. The focus of this qualification is on art, whereas the South African qualification focuses on advertising management, with art as an elective. When comparing this South African qualification with the (one year) National Certificate programmes offered at the Polytechnic of Namibia, the only related programme is a the National Certificate: Marketing and Sales, and is comparable only with parts of the Elective component of this South African qualification.

The University of Seychelles does not offer any programmes relevant for comparison. In Swaziland (e.g. University of Swaziland) and Tanzania (e.g. at the University of Dar-es-Salaam) programmes are either generic, for example, a Diploma in Commerce, or not directly relevant for comparison, for example, a Diploma in Journalism and Mass Communication. In Zambia (e.g. University of Zambia) and Zimbabwe (e.g. Africa University, National University of Science and Technology), programmes offered are mostly generic, starting at first degree level, and running over four years.

The South African qualification is a local innovation insofar as a National Certificate is awarded after. The aim is to provide improved access to Higher Education and into the advertising industry. The outcomes required for this South African qualification are comparable with the first and in some instances second year achievements required of undergraduate learners in the leading advertising countries.

ARTICULATION OPTIONS

The qualification articulates vertically with the following NQF Level 6 qualifications:

- ID 49603: Bachelor of Visual Communications.
- ID 50585: National Certificate: Public Service Communication.
- ID 48785: National Certificate: Specialised Translation.

Horizontal articulation on the NQF is possible with the following NQF Level 5 qualifications:

- ID 57607: National Certificate: 3D Animation and Visual Effects.
- ID 50583: National Certificate: Public Service Communication.
- ID 49419: National Diploma: Business Consulting Practice.
- ID 49138: National Diploma: Copywriting.
- ID 20904: National Diploma: Marketing Communications.

MODERATION OPTIONS

Moderation of assessment and accreditation of providers shall be at the discretion of a relevant ETQA as long as it complies with the SAQA requirements. The ETQA is responsible for moderation of learner achievements of learners who meet the requirements of this qualification. Particular moderation and accreditation requirements are:

- Any institution offering learning that will enable the achievement of this qualification must be accredited as a provider with the relevant ETQA. Providers offering learning towards achievement of any of the unit standards that make up this qualification must also be accredited through the relevant ETQA accredited by SAQA.
- The ETQA will oversee assessment and moderation of assessment according to their policies and guidelines for assessment and moderation, or in terms of agreements reached around assessment and moderation between the relevant ETQA and other ETQAs and in terms of the moderation guideline detailed here.
- Moderation must include both internal and external moderation of assessments for the qualification, unless the relevant ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described in Unit Standards as well as the integrated competence described in the qualification.
- Internal moderation of assessment must take place at the point of assessment with external moderation provided by a relevant ETQA according to the moderation guidelines and the agreed ETQA procedures.
- Anyone wishing to be assessed against this qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

CRITERIA FOR THE REGISTRATION OF ASSESSORS

Assessment of learner achievements takes place at providers accredited by the relevant ETQA (RSA, 1998b) for the provision of programs that result in the outcomes specified for this qualification. Anyone assessing a learner or moderating the assessment of a learner against this qualification must be registered as an assessor with the ETQA. Assessors registered with the relevant ETQA must carry out the assessment of learners for the qualification and any of the Unit Standards that make up this qualification.

To register as an assessor, the following are required:

- Detailed documentary proof of relevant qualification/s, practical training completed, and/or experience gained in the relevant field at a NQF level above the level of this qualification.
- Detailed documentary proof of relevant qualification/s, practical training completed, and/or experience gained in assessment at the appropriate NQF level (credit against the registered unit standard).

Assessors should keep the following general principles in mind when designing and conducting assessments:

- Focus the initial assessment activities on gathering evidence in terms of the main outcomes expressed in the titles of the Unit Standards to ensure assessment is integrated rather than fragmented. The learner must be declared competent in terms of the qualification purpose and exit level outcomes.
- Where assessment across Unit Standard titles or at Unit Standard title level is unmanageable, then focus assessment around each specific outcome, or groups of specific outcomes. Take special note of the need for integrated assessment.
- Make sure evidence is gathered across the entire range, wherever it applies.

In particular, assessors should assess that the learner demonstrates an ability to consider a range of options by:

- Measuring the quality of the observed practical performance as well as the theory and underpinning knowledge.
- Using methods that are varied to allow the learner to display thinking and decision making in the demonstration of practical performance.
- Maintaining a balance between practical performance and theoretical assessment methods to ensure each is measured in accordance with the level of the qualification.
- Taking into account that the relationship between practical and theoretical components is not fixed, but varies according to the type and level of qualification.

All assessments should be conducted in line with the following well-documented principles:

- Appropriate: The method of assessment is suited to the performance being assessed.
- Fair: The method of assessment does not present any barriers to achievements, which are not related to the evidence.
- Manage: The methods used make for easily arranged cost-effective assessments that do not unduly interfere with learning.
- Integrate into work or learning: Evidence collection is integrated into the work or learning process where this is appropriate and feasible.
- Valid: The assessment focuses on the requirements laid down in the standards; i.e. the assessment is fit for purpose.
- Direct: The activities in the assessment mirror the conditions of actual performance as close as possible.
- Authentic: The assessor is satisfied that the work being assessed is attributable to the learner being assessed.
- Sufficient: The evidence collected establishes that all criteria have been met and that performance to the required Standard can be repeated consistently.
- Systematic: Planning and recording is sufficiently rigorous to ensure that assessment is fair.
- Open: Learners can contribute to the planning and accumulation of evidence. Learners for assessment understand the assessment process and the criteria that apply.
- Consistent: The same assessor would make the same judgement again in similar circumstances. The judgement made is similar to the judgement that would be made by other assessors.

NOTES

N/A

UNIT STANDARDS

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Core	244580	Develop advertising activity specifications	Level 5	15
Core	10064	Investigate and explain marketing communications concepts	Level 5	8

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Core	244560	Present advertising ideas	Level 5	7
Core	244616	Recommend resources for advertising assignments	Level 5	15
Core	244613	Select information for advertising assignments	Level 5	10
Core	10147	Supervise a project team of a technical project to deliver project objectives	Level 5	14
Elective	115499	Gather, record and interpret business related information	Level 4	4
Elective	117532	Operate lights for film and video production	Level 4	7
Elective	117530	Operate sound for film, television and video production	Level 4	7
Elective	115410	Perform support duties related to various types of PR events	Level 4	8
Elective	115414	Perform support functions for media liaison, publicity campaigns and corporate social investment programmes	Level 4	9
Elective	114547	Practice physical techniques for communication in performance	Level 4	20
Elective	12608	Record sound from a single source	Level 4	3
Elective	117533	Set-up visual appearance for film, television and video production	Level 4	12
Elective	115015	Adapt source and target text	Level 5	10
Elective	10056	Analyse and interpret data and marketing information	Level 5	8
Elective	115368	Apply advanced HTML and associated techniques to build a web site for business applications	Level 5	12
Elective	115363	Apply fundamental principles of Object Oriented Programming to solve a given problem	Level 5	10
Elective	115392	Apply principles of creating computer software by developing a complete program to meet given business specifications	Level 5	12
Elective	115386	Apply the principles of creating batch and interactive computer programs using a procedural programming language	Level 5	10
Elective	115007	Assess source and target texts	Level 5	10
Elective	13482	Co-ordinate an event	Level 5	12
Elective	114518	Co-ordinate the use of equipment, material and tools	Level 5	15
Elective	115154	Conceptualise a range of ideas to solve design problems	Level 5	12
Elective	244586	Contract suppliers for advertising assignments	Level 5	15
Elective	115163	Convey a specific design message	Level 5	10
Elective	115390	Create an application for a single-user personal computer using a fourth generation language	Level 5	10
Elective	115364	Create animation for a multimedia/web-based computer application	Level 5	10
Elective	115371	Create digitised sound for a multimedia/web-based computer application	Level 5	10
Elective	115370	Create digitised still images for a multimedia/web-based computer application	Level 5	10
Elective	115375	Create digitised video for a multimedia/web-based computer application	Level 5	10
Elective	115366	Create graphic elements for a multimedia/web-based computer application	Level 5	10
Elective	115379	Create object scripts for a multimedia/web-based computer application	Level 5	20
Elective	115116	Create original design messages, forms and arguments	Level 5	16
Elective	115383	Demonstrate an understanding of the principles of designing and building an e-Commerce web site	Level 5	10
Elective	115385	Demonstrate an understanding of the principles of implementing and managing an e-Commerce web site	Level 5	12
Elective	115380	Demonstrate an understanding of the various types of e-commerce applications	Level 5	8
Elective	10058	Design a Measuring Instrument to gather the desired information	Level 5	10
Elective	14806	Design an event	Level 5	10
Elective	10067	Develop customer needs and relationships	Level 5	16
Elective	242651	Develop visual elements for animation	Level 5	10
Elective	242652	Draw from life	Level 5	15
Elective	10066	Establish customer needs and relationships	Level 5	16
Elective	244576	Evaluate advertising production quotations	Level 5	12
Elective	13483	Evaluate an event to ensure sustainable events	Level 5	3
Elective	115153	Find and assess design problems	Level 5	10
Elective	115161	Identify elements and principles of a design message	Level 5	8

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Elective	10049	Identify financial implications for making decisions	Level 5	8
Elective	116786	Manage the cash flow of a small business or a business unit	Level 5	10
Elective	114516	Operate (apply) equipment, material and tools	Level 5	15
Elective	13484	Perform successful event administration	Level 5	8
Elective	13485	Plan an event	Level 5	10
Elective	117559	Produce studio recorded programmes	Level 5	15
Elective	13486	Research an event	Level 5	4
Elective	12505	Rig and de-rig cameras for a video production	Level 5	6
Elective	12507	Rig lighting for locations	Level 5	8
Elective	115146	Select materials, media and processes for production	Level 5	16
Elective	244612	Write advertising copy	Level 5	15
Elective	10059	Write editing, coding and data processing instructions for the desired analysis	Level 5	8
Elective	117558	Write scripts for an audio visual medium	Level 5	10
Elective	116338	Apply basic business accounting practices	Level 6	9
Elective	116365	Evaluate the financial practices of a business	Level 6	9
Elective	115126	Operate industry related computer hardware and software for design	Level 6	14
Fundamental	115792	Access, process, adapt and use data from a wide range of texts	Level 5	5
Fundamental	115789	Sustain oral interaction across a wide range of contexts and critically evaluate spoken texts	Level 5	5
Fundamental	115790	Write and present for a wide range of purposes, audiences and contexts	Level 5	5



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

Present advertising ideas

SAQA US ID		UNIT STANDARD TITLE	
244560		Present advertising ideas	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	7

SPECIFIC OUTCOME 1

Generate idea and solution options related to advertising contexts.

SPECIFIC OUTCOME 2

Evaluate and select idea and solution options for development in advertising contexts.

SPECIFIC OUTCOME 3

Formulate arguments for presenting selected ideas and solutions.

SPECIFIC OUTCOME 4

Deliver idea and solution presentations.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Evaluate advertising production quotations***

SAQA US ID		UNIT STANDARD TITLE	
244576		Evaluate advertising production quotations	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	12

SPECIFIC OUTCOME 1

Describe advertising production processes.

SPECIFIC OUTCOME 2

Compare quotations from different suppliers.

SPECIFIC OUTCOME 3

Recommend suppliers based on quotation comparisons.

SPECIFIC OUTCOME 4

Present recommendations to obtain approval.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Develop advertising activity specifications***

SAQA US ID		UNIT STANDARD TITLE	
244580		Develop advertising activity specifications	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	15

SPECIFIC OUTCOME 1

Analyse given specifications for briefs.

SPECIFIC OUTCOME 2

Specify requirements based on analysis of given specifications.

SPECIFIC OUTCOME 3

Compile briefs for specific advertising activities.

SPECIFIC OUTCOME 4

Produce and distribute briefs to relevant persons.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Contract suppliers for advertising assignments***

SAQA US ID		UNIT STANDARD TITLE	
244586		Contract suppliers for advertising assignments	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	15

SPECIFIC OUTCOME 1

Determine contractual requirements for given assignment specifications.

SPECIFIC OUTCOME 2

Compile contracts from existing sources.

SPECIFIC OUTCOME 3

Evaluate contracts against specified requirements.

SPECIFIC OUTCOME 4

Negotiate contracts with suppliers.

SPECIFIC OUTCOME 5

Monitor the implementation of supplier contracts.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:*Write advertising copy*

SAQA US ID	UNIT STANDARD TITLE		
244612	Write advertising copy		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	15

SPECIFIC OUTCOME 1

Assess media/channels for creative application.

SPECIFIC OUTCOME 2

Describe the impact of target market characteristics on creative options.

SPECIFIC OUTCOME 3

Adapt writing to given mediums.

SPECIFIC OUTCOME 4

Adapt writing to specific categories and markets.

SPECIFIC OUTCOME 5

Evaluate copy against given specifications.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:*Select information for advertising assignments*

SAQA US ID	UNIT STANDARD TITLE		
244613	Select information for advertising assignments		
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	10

SPECIFIC OUTCOME 1

Define information parameters required to address advertising requirements.

SPECIFIC OUTCOME 2

Access information sources relevant for defined information needs.

SPECIFIC OUTCOME 3

Evaluate information value against given specifications (briefs).

SPECIFIC OUTCOME 4

Synthesise information to address specifications.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:***Recommend resources for advertising assignments***

SAQA US ID		UNIT STANDARD TITLE	
244616		Recommend resources for advertising assignments	
ORIGINATOR		PROVIDER	
SGB Marketing			
FIELD		SUBFIELD	
3 - Business, Commerce and Management Studies		Marketing	
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 5	15

SPECIFIC OUTCOME 1

Compare resource requirements with available resources for specific assignments.

SPECIFIC OUTCOME 2

Recommend resources for specific assignments.

SPECIFIC OUTCOME 3

Develop resource networks for individual and organisational goals.

SPECIFIC OUTCOME 4

Present recommendations regarding resource allocation.