

Degree

Marketing

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Qualification in Marketing

• AAA DM Course Outline 2010

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BA (MARKETING COMMUNICATION)

with specialisation in Brand or Account or Media Management

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Duration: 3 years

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Career options:

Brand Management

The critical role of the Brand Manager is to create and sustain brand equity in the long term. As a Brand Manager you will be responsible for adding value to the company by building brands. This individual needs to be highly competent and proactive as well as having a thorough understanding of marketing, advertising and consumer behaviour

2 :: Media Management

As a Media Planner you will identify the optimum mix of media channels and mix to deliver the advertising message to the right people within your client's budget. This means really understanding your target audience's media consumption and the media options. This individual will have numerical and computer skills as well as an appreciation of the creative process.

3 :: Account Management

As an Account Executive you will be the link between the client and everyone in the advertising agency team. On their behalf, you manage the whole advertising process ensuring that your agency's objectives and values are represented and the account remains profitable. In short, you are the spokesperson and mediator for both client and agency. This individual will be a good organizer and a people's person.

4 :: Stratplanner

As a Stratplanner (strategic planner) you will track trends, conduct and facilitate qualitative and quantitative research and advise the agency and clients about business and brand strategies. An appreciation and understanding of the creative process is a necessity.

Faculty Heads:

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