

ADVERTISING AND MARKETING MANAGEMENT COURSES

WE OFFER:

Short Learning Programmes
National Qualifications (N4 – N6)



Oxbridge
Academy ✓

effortless excellence in education

Proudly part of the
ADvTECH Group,
the leader in private
education in Africa.

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WELCOME TO OXBRIDGE ACADEMY

WHY STUDY WITH US?

At Oxbridge Academy, we give you the opportunity to further your education while you acquire knowledge and skills that are relevant in the workplace.

Do you want the right skills to:

- Pursue a rewarding career?
- Earn a promotion in your current job?
- Earn a better income?
- Secure a job that improves your quality of life?
- Start your own business?

With Oxbridge Academy's flexible home study options, you can study a course that will give you the skills you need to achieve these goals — without having to give up your full-time occupation.



WHY HOME STUDY?

Distance learning, or home study, is recognised worldwide as an effective manner in which to further your education. It is highly flexible, and is therefore the **ideal option if you have a full-time job**, live in a small town far away from a residential college or university, or have family responsibilities that prevent you from attending classes.

Some of the benefits of home study are that you:

- Study from home
- Study at your own pace
- Save money on travelling expenses
- Are able to work full-time while you study



ENTRY REQUIREMENTS

To study with Oxbridge Academy, you need to meet the following minimum entry requirements:

- You need to be at least 16 years old.
- You need to be able to read and write in English (as all the course material is in English).
- You need to be willing to study independently from home (with assistance from a tutor via email).

There are many courses that you can study even if you haven't completed Matric. For some courses, though, additional entry requirements apply. Please have a look at the course information pages in this brochure to see the full entry requirements for each course.

ADVERTISING AND MARKETING MANAGEMENT COURSES



WOULD YOU LIKE TO:

- Learn how to create effective marketing strategies?
- Learn how to promote a brand effectively to its target audience?
- Learn how to conduct market research?
- Learn how to communicate with your target audience?

Then studying a course in Advertising and Marketing is the right choice for you.

At Oxbridge Academy, you can choose from a variety of courses that have been developed to give you the knowledge and skills you need to work in the field of advertising and marketing management.

Courses are available in these categories:

- Short learning programmes
- National qualifications

These non-accredited skills courses are designed to introduce you to the field of advertising and marketing management, and to equip you with fundamental knowledge and skills in this field, without requiring you to write any exams.

- You will be assessed through **written assignments**, which you can submit via post, email, or via the Online Student Portal.
- You will not be required to write any exams.

These short learning programmes are focused on skills development and are intended for personal improvement and improved performance in the workplace. The courses are offered, assessed, and certified by Oxbridge Academy and are not registered on the NQF.

[CLICK HERE TO FIND OUT MORE ABOUT SHORT LEARNING PROGRAMMES](#)

OXBRIDGE ACADEMY SHORT COURSE: MARKETING MANAGEMENT

This short course is designed to introduce you to the field of marketing management. It will equip you with the knowledge and skills you need to define the marketing concept, apply marketing decision-making, and explain marketing opportunities.

COURSE CODE

ADV101

DURATION

6 months

REQUIREMENTS

No matric

COURSE SUBJECTS

Marketing Management 1
Marketing Management 2

STATUS

Non-accredited short learning programme

ASSESSMENT AND AWARD

- 2 assignments per subject
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Short Course Certificate: Marketing Management** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

OXBRIDGE ACADEMY SHORT COURSE: ADVERTISING MANAGEMENT

This course is designed to introduce you to the field of advertising management. It will teach you about the duties of an advertising manager, the advertising management cycle, advertising structures, and how to apply the principles of advertising management.

COURSE CODE

ADV102

DURATION

6 months

REQUIREMENTS

No matric

COURSE SUBJECTS

Advertising Management 1
Advertising Management 2

STATUS

Non-accredited short learning programme

ASSESSMENT AND AWARD

- 2 assignments per subject
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Short Course Certificate: Advertising Management** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

OXBRIDGE ACADEMY SKILLS CERTIFICATE: SOCIAL MEDIA

This introductory course will familiarise you with the various social media platforms that are popular at the moment, and give you a broader understanding of how to use them for both personal and marketing purposes.

COURSE CODE

CER2019-01

DURATION

8-12 months

REQUIREMENTS

No matric

COURSE SUBJECTS

Introduction to Social Media 1:

The rise of social media

Social media platforms Part 1

Introduction to Social Media 2:

Social media platforms Part 2

Search engine optimisation and marketing integration

STATUS

Non-accredited short learning programme

ASSESSMENT AND AWARD

- 2 assignments per subject
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Skills Certificate: Social Media** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

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OXBRIDGE ACADEMY SKILLS CERTIFICATE: DIGITAL MARKETING

This introductory course will familiarise you with the definitions, terms and concepts of digital media in relation to digital marketing, and give you a broader understanding of the different types of digital media used in marketing communication.

COURSE CODE

CER2020-01

DURATION

8 - 12 months

REQUIREMENTS

No matric

COURSE SUBJECTS

Marketing in a Digital Age 1:

Introducing digital media and digital marketing
Digital marketing strategy, development and digital channels

Marketing in a Digital Age 2:

Content, search and digital push marketing
Social media, video and affiliate marketing
Big data

STATUS

Non-accredited short learning programme.

ASSESSMENT AND AWARD

- 2 assignments per module
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Skills Certificate: Digital Marketing** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

OXBRIDGE ACADEMY SKILLS CERTIFICATE: JOURNALISM

This introductory course will give you background information into the journalism industry and mass media at large, whilst familiarising you with the basic principles of journalism. It will help you develop your existing writing skills by focusing on writing for different mediums, and giving you tips on making your articles feature.

COURSE CODE

CER2013-01

DURATION

8 - 12 months

REQUIREMENTS

No matric

COURSE SUBJECTS

Introduction to Journalism 1:

Introducing mass media and the journalism industry
Journalism writing for different contexts

Introduction to Journalism 2:

Journalism trends and the future

STATUS

Non-accredited short learning programme.

ASSESSMENT AND AWARD

- 2 assignments per module
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Skills Certificate: Journalism** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

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OXBRIDGE ACADEMY SKILLS CERTIFICATE: MARKETING MANAGEMENT

This IIE-endorsed certificate familiarises you with the theories, principles, processes, and concepts of marketing in the business environment. Studying this course may be a good option if you are currently working in marketing, and you want to improve, enhance, or update your skills, you are employed in a different role.

COURSE CODE

CER4017

DURATION

8 - 12 months

REQUIREMENTS

No matric

COURSE MODULES

This course offers 10 learning units and cover topics such as consumer behaviour, product and branding decisions, marketing communications management, market segmentation, and many more.

STATUS

Non-accredited short learning programme **endorsed by The Independent Institute of Education (IIE)**

ASSESSMENT AND AWARD

- 2 assignments per module
- No examinations

Upon completion of this course, students will be awarded an **Oxbridge Academy Skills Certificate: Marketing Management** from Oxbridge Academy.

FEES

Please contact us for course fees or visit our website:

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NATIONAL QUALIFICATIONS (N4-N6)

N

The N4 – N6 courses are registered on the National Qualifications Framework (NQF). These formal qualifications are designed to prepare you for a career in business management, and are therefore focused on equipping you with the skills that you need to succeed in the workplace.



- You will be assessed through a combination of **written assignments and exams**.
- You will be able to write your exams at your nearest designated exam centre.
- The exam centres are situated all over South Africa.

N courses are offered and assessed by Oxbridge Academy. After gaining a qualifying year mark, students will be admitted to write the national examination at an approved venue. Read our [N4-N6 Exam letter](#) for information on writing the exams.

Need assistance with gaining practical work experience?

We give support and advice to our N4 – N6 students who are busy with their National Qualifications and who want to apply for their National Diplomas at the end of their studies. While we focus on our N6 students, we also assist our N4 and N5 students by explaining the criteria so that if they do have an opportunity to gain practical work experience at an employer, they already have the necessary information regarding the requirements.

We also provide our N4 – N6 students with the necessary documentation to be able to apply for the 18 month work integrated learning programme at a suitable employer. This documentation includes: Guidelines to the student on how to apply for the National Diploma; Letter to the employer; Checklist per subject for the student and employer.

NATIONAL CERTIFICATE: N4 MARKETING MANAGEMENT

This course will give you a solid foundation in marketing, and will also give you the opportunity to learn more about management communication, computer practice, entrepreneurship and business management.

COURSE CODE

EN4026-04

DURATION

12 months

REQUIREMENTS

Matric or Introductory Certificate

COURSE SUBJECTS

Entrepreneurship and Business Management N4
Marketing Management N4
Management Communication N4
Introductory Computer Practice N4 / Computer Practice N4

STATUS

National Qualification accredited by the QCTO
(SAQA ID 66872)

ASSESSMENT AND AWARD

- One exam per subject
- Three assignments per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N4 Marketing Management** from the DHET.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

NATIONAL CERTIFICATE: N5 MARKETING MANAGEMENT

This course builds on the knowledge and skills that you gained in the previous level, allows you to develop your skills further, and introduces you to the subject of sales management.

COURSE CODE

EN5026-04

DURATION

12 months

REQUIREMENTS

N4 Marketing Management

COURSE SUBJECTS

Entrepreneurship and Business Management N5
Marketing Management N5
Sales Management N5
Computer Practice N4 / Computer Practice N5

STATUS

National Qualification accredited by the QCTO
(SAQA ID 66952)

ASSESSMENT AND AWARD

- One exam per subject
- Three assignments per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N5 Marketing Management** from the DHET.

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

NATIONAL CERTIFICATE: N6 MARKETING MANAGEMENT

This course builds on what you've already learned, and introduces you to the topics of marketing communication and marketing research. If combined with 18 months of relevant practical experience, it can also lead to a National Diploma.

COURSE CODE

EN6026-04

DURATION

12 months

REQUIREMENTS

N5 Marketing Management

COURSE SUBJECTS

Marketing Management N6

Sales Management N6

Marketing Communication N6

Marketing Research N6

STATUS

National Qualification accredited by the QCTO
(SAQA ID 66996)

ASSESSMENT AND AWARD

- One exam per subject
- Three assignments per subject

Upon completion of this course, students will be awarded a **Certificate of Achievement: N6 Marketing Management** from the DHET.

After students have completed this course, and submitted proof that they have gained 18 months of relevant practical experience, they will be awarded a **National N6 Diploma** from the DHET. *(Students who want to apply for the N6 Diploma after completing their N4 – N6 certificates must pass Introductory Computer Practice N4.)*

FEES

Please contact us for course fees or visit our website:

*Please note that the registration fee shown applies to South African students only. Foreign students are required to pay a non-refundable R2400 deposit instead of a registration fee.

WHAT IS ADVERTISING AND MARKETING MANAGEMENT?

Advertising and marketing management combines **business skills with creativity** to generate interest in products and services, as well as to develop **brand images**.

The activities involved in advertising and marketing management depend on a variety of factors, including the **size of the company**, the industry in which the company operates, and the **nature of the products and services** being marketed.

SOME OF THE MOST COMMON ACTIVITIES INCLUDE:

- Carrying out **market research** to identify target markets.
- Segmenting target markets to deliver customised marketing messages.
- Planning **advertising and marketing campaigns** in line with the overall company strategy.
- Monitoring trends in the industry.
- **Building brand images.**
- Supervising advertising and marketing staff members, and/or liaising with other parties involved in advertising and marketing campaigns.
- Helping sales teams by **distributing promotional material** and generating leads.
- Reporting on research findings and outcomes of campaigns.

WHAT SKILLS DO YOU NEED TO SUCCEED IN ADVERTISING AND MARKETING MANAGEMENT?

Advertising and marketing management is a diverse field that requires people to fill various roles. The skills you need to succeed will therefore depend on your specific role within an advertising or marketing team.

If your focus is on market research and market segmentation, for example, you will need strong numerical skills, and if your focus is on creating advertisements, you will need artistic skills and an eye for detail.

The following skills, however, will help you to succeed in any advertising and marketing management position:

- Communication skills
- Leadership skills
- Strategic planning skills
- Time management skills
- Creativity



It will also help if you have a basic understanding of what motivates people to take specific actions, such as buying a specific product or service.



WHAT WILL YOU BE ABLE TO DO ONCE YOU'VE SUCCESSFULLY COMPLETED YOUR COURSE?

Once you have completed your course in Advertising and Marketing Management, you will have developed a variety of the skills that you need to pursue a career in the advertising and/or marketing industry.

Your next step could either be to **apply for a job in advertising or marketing, or to study further** towards additional qualifications in these fields.

The types of jobs that you will be able to apply for will depend on the nature of the course that you studied, as well as on your existing levels of skills and experience.

WHAT CAREER OPPORTUNITIES ARE AVAILABLE?

As a constantly evolving field, advertising and marketing management is an exciting field to work in. It presents you with a broad range of career opportunities in areas such as market research and analysis, brand management, digital marketing management, advertising account management, and media strategy management.

Before you can take up a management role, you will need to gain relevant experience, usually by starting out as a junior employee in a marketing agency or department.

Generally speaking, a career in advertising and marketing management will suit you if you are creative, friendly, inquisitive, able to see the bigger picture, and willing to take calculated risks.

Possible job titles include:

Market researcher

Market analyst

Brand manager

Digital marketer

Marketing co-ordinator

Advertising account manager

Media strategy manager

WHAT OUR STUDENTS HAVE TO SAY

”

“It was very good studying on my own time, the notes was clear and understandable and I pass with merit in every module. I like to thank the principal, tutors, Finance, queries department for all the support and always respond for anything that want. Once again thank you.”

- Nkhensani Pershy

[CLICK HERE TO READ MORE COMMENTS](#)

HOW DO YOU REGISTER FOR A COURSE?

Choose one of the options below:

- **Download** and complete the registration form, and send us your registration form and proof of payment via post or email:
 - **Post:** PO Box 12723, Die Boord, 7613
 - **Email:** registrar@oxbridgeacademy.edu.za
- OR
- **Call** our Student Advisors on 021 1100 200 to register via telephone

OR

[CLICK HERE TO REGISTER ONLINE](#)

WHAT IS THE REGISTRATION FEE?

The registration fee represents an initial deposit, and contributes towards the activation of your course. Payment of the registration fee secures your Welcome Pack, which includes:

- Your personalised student card
- Your registration letter and information pack
- An outline of your payment plan
- A study programme
- Distance Learning Survival Guide

Note:

Your registration will only be complete once you have paid the registration fee and have undertaken to pay the balance of the course fees in monthly instalments. (You also have the option to pay your course fees in full up front.)

WHAT MAKES US DIFFERENT?

- We are committed to '*effortless excellence in education.*'
- We provide you with a free 'Distance Learning Survival Guide' when you register for your course.
- Our courses are constantly updated, and are designed to equip you with workplace-relevant skills.
- Our study material is specifically designed to meet your needs as a distance learning student.
- Our study material is provided in a user-friendly format, is designed to meet international standards, and is included in the course fees.
- Our industry-expert tutors are highly qualified, and are available to provide you with academic support via email.
- Our fees are affordable, and can be paid in interest-free monthly instalments.

OUR VISION

To be recognised as
a leader in the field
of distance education
and supported
learning
by clients, regulatory
bodies and
employees.





STUDY FIELDS AT OXBRIDGE ACADEMY

Advertising & Marketing Management

Assessor & Moderator

Bookkeeping & Accounting

Bridging

Business Management

Childhood Development

Computer Studies

Contact Centre Operations

Engineering Studies

Events Management

Health & Wellness

Human Resource Management

Matric

Occupational Health & Safety (OHS)

Project Management

Public Relations

Public Sector Management

Secretarial Studies

Supply Chain & Logistics

Tourism & Hospitality

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