

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							
SECTION A							
QUALIFICATION DEVELOPER		Imperial School of Business and Science (ISBS)					
TITLE		Diploma in Advertising				NCQF LEVEL	
						6	
FIELD		Business, Commerce and Management Studies			SUB-FIELD		Advertising
New qualification		☒		Review of existing qualification			
SUB-FRAMEWORK		General Education		TVET		Higher Education	
						☒	
QUALIFICATION TYPE		Certificate		Diploma		☒	
		Bachelor Honours		Master		Doctor	
CREDIT VALUE						360 Credits	
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<u>Rationale</u> The field of advertising is crucial in developing countries such as Botswana. The activities of advertising professionals have a major impact on the profitability and efficiency of all types of organisations. Botswana is in the heart of Southern Africa therefore it gives the nation a geographical advantage to become the hub of advertising. The modules in the qualification such as Principles of Marketing, Traditional and Digital Media, Art drawing and Design, Creativity and Innovation, Media Planning and Strategy and Project will equip the learners to engage themselves as sales agents, brokers of selling advertising space to business and individuals, create media presentations and become successful public relations officers. The stakeholder survey among the industrial and potential business persons in line with the need analysis of the qualification revealed the fact that this qualification is most needed in the current Botswana market. Human Resource Development Council (HRDC) has identified 12 key sectors of economy, which are derived from the national strategies and priorities such as the Economic Diversification Drive Botswana. Advertising is an identified crucial field under which demonstrates the need of this qualification in the Botswana market (BHRDS Fair and Career Clinics 2018. Pages 78-84. This Qualification will equip students with the knowledge and skills to work in a range of industries including advertising agencies, radio, television and internet publishing.							

Furthermore, the President of Botswana has recently unveiled an Economic Stimulus Programme (ESP) (*ESP Launch BOPA 2016, Daily News. <http://www.dailynews.gov.bw/news-details.php?nid=26093>*) a strategy for employment and Growth whose objective is to stimulate the economy for the coming years. This package focuses on certain industries in the country and one of the areas is in Advertising.

Purpose of the Qualification

This Qualification is designed to equip the candidates with a broad range of knowledge and skills in the art of advertising and getting an insight in integrating technology in advertising.

The Purpose of this Qualification are to equip students with skills, knowledge and competency to:

- Develop the art of advertising.
- Acquire the competence to become a supervisor in the field of advertising.
- Implement effective advertising communication skills in the overall framework delivery of corporate and advertising objectives.
- Develop skills necessary to identify, anticipate and satisfy customers' needs profitably by developing advertising management campaigns.
- Develop one to become a consultant in media and publication sectors.
- Apply basic elements of advertising concepts in marketing activities.
- Identify and analyse market opportunities
- Conduct advertising campaign.
- Become campaign supervisor
- Practice the ethical conformity in the art of Advertising.
- Develop creativity and innovation in the market of advertising.
- Create brand awareness in the consumers.
- Develop the skills in Brand awareness.
- Become assistant Marketing Manager.
- Implement ethical and legal aspects in the activities of advertising.
- Outline the concept of Typography.

ENTRY REQUIREMENTS (including access and inclusion)

Access and Inclusion:

The Access and Inclusion arrangements are made to eliminate the barriers to facilitate fair and equal entry requirements to the qualification. The qualification is offered to anyone who is interested in the Field of Business, Commerce and Management Studies irrespective of any disability, learning difficulty, record of criminal conviction, age, gender, ethnic background and parental education or contextual data. Enrollement process is fair and equitable and applies equally to all individuals.

Entry Requirements:

Prospective learners will be admitted to the Diploma in Advertising Qualification on account of having satisfied the entry requirements for the level they apply for.

Entry Requirement to Year 1 Semester 1, in Diploma in Advertising:

- Anyone who has successfully completed BGCSE/IGCSE or its equivalent qualification with a minimum Pass in the best 6 subjects and a minimum 'C' grade or 50% in English, Maths and Business studies/ Commerce.
- Anyone with minimum 2 years working experience in the relevant industry. (Signed references from employer must accompany such applicants) and should have minimum 6 'D's along with 'C' in English and Maths in Junior Certificate Examinations or its equivalent qualification.
- Anyone who has successfully completed Certificate V, NCQF Levels 5 (General Education or TVET), or Certificate IV, NCQF Level 4 with at least 20 Credits at NCQF Levels 5 in related fields of Advertising.
- Anyone who has a Certificate V, NCQF Levels 5, qualification in the Field of Business, Commerce and Management could progress into Diploma in Advertising with the exemptions based on Recognition of Prior Learning.

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QUALIFICATION SPECIFICATION B		SECTION
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
On successful completion of the Programme, the learners shall be able to: Demonstrate the essentials of the art of advertising	Learners ability to • Explain how to give visual impact to the piece of advertising • Illustrate the brand signifying techniques. • Explain the need of ▪ Perfect placement of the piece of advertising ▪ Perfect timing • Demonstrate how to create a call for action.	
Communicate Persuasively.	• Write articles to attract and convince the customers. • Draft letters, memos and reports in business context. • Respond orally to customer queries. • Send relevant responses using the correct methods of communication to respond customer needs and concerns.	
Illustrate the strategies for campaign and promotional activities.	Illustrate how to implement the following activities such as, ▪ Sales Promotion ▪ Publicity	

	▪ Public Relations ▪ Point of Purchase Display ▪ Packaging ▪ Direct Mail ▪ Social Media
Outline the contemporary issues in Advertising.	Outline the ethical issues in advertising such as, • False product advertising • Stealing ad space • Explain the ethics and standards to be done in the art of advertising like, ▪ The need to be cautious against advertising an object of religious or political nature. ▪ Identify the seriousness of advertising products of defects. ▪ Danger of portraying products to mis-lead the public ▪ Avoidance of offensive, indecent, suggestive, vulgar or repulsive themes.
Demonstrate the principles of Brand awareness.	• Explain the techniques of USP (unique selling position) in creating brand awareness • Illustrate the use of Marcom (Marketing Communication) in creating brand awareness Demonstrate how to maintain consistency in spreading the message in creating brand awareness.

Illustrate how to create brand awareness among the consumers.	Demonstrate how to create brand awareness through the following strategies ▪ Replacing the generic term of a product by a branded name. ▪ Use of Freebies ▪ Using branded packaging ▪ Use of social medias ▪ Use of Influencers ▪ Use of Search Engine Optimization (SEO) strategy.
Outline the concept of Typography	• Demonstrate the application of ▪ Type properties ▪ Type classification ▪ Readability ▪ System Fonts
Plan, Organize and Co-ordinate marketing teams to enhance customer satisfaction.	• Create a market plan. • Identify, develop and evaluate marketing strategy to increase customer satisfaction • Supervise and coordinate business activities. • Select the appropriate channels of distribution. • Demonstrate how to increase customer loyalty.
Conduct market research and explore opportunities.	• Apply the following market research tools, to conduct the market research. ▪ Surveys ▪ Observations ▪ Questionnaire ▪ One-on-one Interviews

	▪ Focus Groups ▪ Blogs and Social Networks ▪ Tableau ▪ Google Keyword tools ▪ Sample Size Calculator ▪ Percentage change calculator
Apply marketing mix.	Explain how the following marketing tools could be availed to market the products ▪ Product ▪ Price ▪ Promotion ▪ Place • Assess the needs and wants of the people for the product development. • Identify and list the Potential buyers of the product of the company • Put value to a product using the concept of pricing strategies to win over the competitors • Promote the products effectively by using marketing strategies such as ▪ Out-door ads ▪ Business directories ▪ Magazines/ Movies ▪ Radio ▪ Close Range Marketing. • Schedule the distribution channels and position the product to make it easy for the customers to access the product.

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Apply the Advertising Mix	• Demonstrate the following advertising tools, ▪ Public Relations ▪ Sales Promotions ▪ Direct Marketing ▪ Personal selling. • Assess the traditional advertising tools. • Assess the unconventional advertising tools. • Evaluate the pros and cons of traditional and unconventional advertising tools.
Apply 'SWOT' analysis.	• Evaluate the strength such as, ▪ Things that your company does well ▪ Quality that separates your company from your competitors ▪ The strength of your resources • Able to explain the ▪ Things your company lacks ▪ Things your competitors do better than you. • Identify the limitations of the resources • Assess the Opportunities such as, ▪ Underserved markets for specific products ▪ Identify the Emerging need for your products or services. ▪ Favourable Press/ Media coverage of your company. • Identify the Threats such as

	▪ Emerging competitors ▪ Changing Regulatory environment ▪ Negative Press/Media Coverage ▪ Changing customer attitude towards your company.
Implement creativity and innovation in the art of advertising.	Explain how creativity and innovation could be implemented in the art of advertising with respect to, Branding and Technology.
Practice ethical norms and values in the workplace.	• Instruct and maintain ethical and legal values in the work force.

QUALIFICATION STRUCTURE

Fundamental modules contribute 120 credits; core modules contribute 204 credits (including an elective worth 15 credits in the third year); the credits allocation for Project is 36 making the qualification a total of 360 credits.

Project:

The qualification Diploma in Advertising is structured with a Project worth the credit value of 36. This is with the purpose of facilitating the learners with sufficient hands on experience that could be best utilised in the relevant industry. The project also helps the learners to prepare themselves with the research and activities that could make them self reliant and innovative. The project runs in the second semester of second year for a period of 3 Months concurrent with other modules.

SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Advertising Principles	6	12
	Introduction to Computer Applications	6	12
	Customer Service	5	12
	Principles of Marketing	6	12
	Public Relations	6	12
	Introduction to Business Communication	5	12
	Fundamental of Design	6	12
	Fundamentals of Typography	5	12
	Introduction to Accounting	6	12
	Sales Management	6	12
CORE COMPONENT Subjects / Units / Modules /Courses			
	Campaign Planning	6	12
	Traditional and Digital Media	6	12
	Contemporary Issues in Advertising	6	12
	Art, Drawing and Design	6	12
	Corporate Governance and Ethics	6	12
	Writing and Presentation Skills	6	12
	Advertising Strategy	6	12
	Project	6	36
	Advertising and Design	7	15
	Advertising Management	7	15
	Brand Management	7	15
	Marketing Social Media and E-Business	7	15
	Creativity and Innovation	7	15
	Integrated Marketing Communication	7	15
	Media Planning and Strategy	7	15
ELECTIVE COMPONENT Subjects / Units / Modules /Courses Choose any one			
	Events management	7	15
	Leadership	7	15
	Financial Planning and Management	7	15
Rules of combinations, Credit distribution (where applicable): Rules of combination options for elective modules in Year 3 are shown below.			
	Combination 1	Combination 2	Combination 3

Third Year Electives Combinations (Any one)	Events management	Leadership	Financial Planning and Management		
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Credit Distribution:

The credit distribution for Level 5, Level 6, Level 7 and Elective of the Qualification Diploma in Advertising.

Level 5 Modules	36 Credits
Level 6 Modules	168 Credits
Level 6 Project	36 Credits
Level 7 Modules	105 Credits
Level 7 (One Elective)	15 Credits
Total Number Of Credits	360 Credits

Fundamental Modules	120 Credits.
Core Modules	225 Credits.
Elective Modules	15 Credits
Total Number Of Credits	360 Credits

ASSESSMENT

Types of Assessment.

<u>ASSESSMENT TYPE</u>	<u>WEIGHTING (%)</u>	<u>NOTES</u>
Assignments (2)	25	Two assignments will be given to the students during the course of each module. Each assignment contributes 12.5% to the final mark.
Test/Project	25	Depending on the module being assessed, a project or a test may be given as part of the assessment.

Written Examination	50	With its massive weighting, <u>a pass on the exam is effectively compulsory</u> in order to pass the module as a whole. The duration of the exam is 2 hours and pass mark is 50%.
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Assessment/Moderation Instruments.

1. Tests
2. Assignments
3. Presentation
4. Portfolio of Evidences

Continuous Assessment (Assignments and Mid-Term Test):

The outcomes of each module in the qualification are assessed through Continuous Assessments. Students will be provided two (2) assignments and one (1) internal test for each module covering all the outcomes. 25% of the assessment marks from 2 assignments (12.5% each) and 25% of the Assessment marks from the internal test will contribute to the Final Mark. The second assignments of 3rd Year modules are assessed through presentations and written assignments. Other modules are also assessed through presentations at the discretion of the Assessors and the nature of the modules. The final marks will be contributed from presentation as well as the written assignments.

Summative (Final Exams):

Final examination will be conducted on completion of the modules. All the outcomes of the module will be assessed in the final examination. Final examination will contribute 50% to the Final Mark. A weighted aggregate score of 50% across the Continuous Assessments including the final examination and a minimum 50% in the Final examination are the requirements to Pass a module.

Practical (Project):

Practical experience is assessed through the project worth 36 credits. Students' will be given a slot of 3 months to submit their project concurrent with their studies in the second semester. The project will be assessed by the college supervisor. Practical experience in diploma qualifications are assessed through a portfolio of evidences of a scenario based project report that consists of 3,500 to 4,000 words based on industrial experience. Assessment process is carried out for a period of 3 months in a semester accompanied by scheduled activities which is overseen and marked by the respective supervisor with the help of an Assessment Guide / Rubric. The Assessment Guide / Rubric address the main themes such as:

- Topic Presentation
- Literature Review
- Methods
- Industry Data Collection
- Data Analysis
- Innovation and Teamwork
- Portfolio of Evidences (Industry Interactions, Business Plan, Events Plan etc.)
- Presentation of Final Report

The project is having a weighting of 36 credits and a portfolio of evidences will run during the second semester of the Second year.

MODERATION ARRANGEMENTS

Stage: 1. Pre Assessment Moderation.

This is the stage of assessing the assessment Instruments to ensure whether they are Valid, Consistent and Reliable pertaining to the expectations of the achievement of intended learning outcomes. In this stage, the moderators ensures that:

1. The assessment tasks and criteria are aligned with the learning outcomes with respect to the National Credit Qualifications Framework (NCQF) Levels and Credits.
2. Assessment tasks are Authentic and aligned with core learning activities.

Internal Moderator:

In this stage all the assessment materials are reached to the Internal Moderator for quality check. The respective Assessors send 3 assessment questions for Each module in password protected. The Internal moderator assures the Validity, consistency and reliability of the assessment instruments and checks whether they are appropriate in achieving the intended learning outcomes. The Internal Moderator assesses the assessment instruments to ensure they are valid, consistent and appropriate in addressing the outcomes of the modules against the appropriate levels.

External Moderator:

Once the Internal Moderator is satisfied with the assessment instruments, they passed to the External Moderator for the second round quality check. The assessment instruments will be assessed again across the expected learning out comes with respect to the appropriate level descriptors. The finally moderated Assessments then passed to the Academic and Quality Assurance Manager for the finalisation.

Stage: 2. Post Assessment Moderation.

Pre-marking:

A standardisation meeting will be held during the pre marking stage. Sample of students' work will be distributed among the assessors/markers for blind marking according to the criteria-standards rubric or marking guide. The subject coordinator / Internal Moderator review the assessor's judgments and once a unanimous opinion is formulated assessors move into the stage of actual marking.

During marking:

During this session, the markers/ Assessors start marking the samples students' work up to the maximum of 5% of the total scripts allocated to them. Once this is done, they pass the marked sample scripts to the Internal moderator for the verification process. During this stage, the internal moderator conducts the meeting with the respected assessor and discusses the variation of assessments if any, and reached into a consensus conclusion. Once this is done, the assessor starts marking the rest of the scripts. The internal moderator again picks a few samples (minimum 10 to 15 %) of the scripts from the same assessor and double marks/verifies the scripts.

Post marking:

Once the scripts are marked by the assessor and verified by the internal moderator, the sample (usually 10%) scripts will be handed over to the External moderator for the final assessment.

Assessors:

Participate in the pre marking standardisation meeting, mark the samples, and make the changes as suggested by the internal and external moderator if there are any, and compile the assessment report.

Internal Moderator:

Cross check/ double mark the samples of the assessor, verify up to 10 to 15 % of the marked scripts and compile the internal moderation report.

External Moderator:

Moderate the scripts (a sample up to the maximum of 10 to 15 %) marked by the Assessor and verified by the Internal moderator. Compile a moderation report providing suggestions and recommendation for improvement.

Stage: 3. Finalisation.

Examination Council:

Examination Council ensures that the assessment results are accurately captured, and finally approve for the publication of the results

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

Recognition of Prior Learning (RPL) refers to the principles and processes in line with ETP's and the National Policy of RPL. In view of that, the prior knowledge and skills of a person are made visible, mediated and rigorously assessed and moderated for the purposes of alternative access and admission, recognition and certification, or further learning and development. The ETP's Qualification Assessment Team (QAT) verifies and assesses each application against the specified module of the qualification and

determines the credit values. Modules are outcome based and independent with respect to separate exit levels. If the student has modules in his / her transcript that are closer to the respective qualification's module's credits, the students are then passed to the second stage of assessment. The QAT and the prospective candidate will have an arranged meeting which would be followed by interviews and written tests. Exemption will be conferred to the candidates based on the performance of the interviews and the written tests. If the student has modules in his / her transcript that are much less than the qualification's module's credits, exemption will not be granted for that module.

General Rules.

- The recognition of credits for the purposes of transfer from one qualification to another is determined by the nature of the qualifications
- Any and all credits for an incomplete qualification may be recognised by the same or a different institution as meeting part of the requirements for a different qualification; or may be recognised by a different institution as meeting part of the requirements for a different for the same qualification.
- A Maximum of 50% of the credits of a completed qualification may be transferred to another qualification to protect the integrity of qualifications by ensuring that the exception does not become the norm.

Credit definition.

The credit rating system estimates that 10 notional study hours are equivalent to one credit. Credits represent a measure of all the learning activities engaged in by the student and include, contact time, self-study, Work Integrated Learning (WIL), assignments, projects and examinations.

Assessment

Assessment criteria should be openly and clearly communicated to students in the interest of validity, transparency and accountability. The Qualification Assessment Team (QAT) verifies and assesses each application against the specified module of the qualification and determines the credit values. Modules are outcome based and independent with respect to separate exit levels. If the student has modules in his / her transcript that are closer to the respective qualification's module's credits, the students are then

passed to the second stage of assessment. The QAT and the prospective candidate will have an arranged meeting which would be followed by interviews and written tests. Exemption will be conferred to the candidates based on the performance of the interviews and the written tests. If the student has modules in his / her transcript that are much less than the qualification's module's credits , exemption will not be granted for that module .

Certificates:

Certificates awarded signifying successful completion of a qualification will not reflect that a candidate has gained access to a programme or been awarded advanced standing through an RPL process. However the academic transcripts of those who were exempted from some modules or courses will reflect exemptions achieved through the RPL process, but with no credits points attached, therefore the particular student will complete the qualification in question with a total number of credit points that are less than the normally required number of credits for the qualification. Students who have completed A-Level and Certificate V are exempted of 120 credits (fundamental modules) and can complete the qualification in two (2) years. The credits will be reflected against the courses or modules that she or he did, got assessed for and achieved the required scores.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Progression (Employment)

The following are the employment pathways for a graduate who has successfully completed this programme:

- Advertising supervisor at a start-up.
- Supervisor at advertising industry
- Supervisor at a marketing sector.
- Working in government or public media and publication sectors.
- Self-employed – Consultant in the field of advertising and media embarking advertising campaigns.

Progression (Learning)

The ETPs Articulation and progression is based on programmatic principles than institutional forms. It opens both inter-institutional and intra institutional pathways facilitating local, regional and international progression underlying the mechanisms of Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT).

Inter-Institutional Articulation and Progression Arrangement.

This is an Articulation between two or more institutions offering qualifications of similar programmes.

Vertical Inter-Institutional Articulation and Progression Arrangement.

Students who have completed their Diploma in Advertising could also progress into Bachelor's Degree in Advertising at any local, regional or international universities since the qualification will be accredited by Botswana Qualifications Authority (BQA) and benchmarked with local, regional and international qualifications with the exemptions based on Recognition of Prior Learning.

Horizontal or Diagonal Inter-Institutional Articulation and Progression Arrangement.

Students who have completed their Diploma in Advertising could also progress into similar qualifications at any local, regional or international universities in the Field of Advertising since the Qualification Diploma in Advertising is worth 360 credits, as per the BQA framework.

Intra-Institutional Articulation and Progression Arrangement.

This is an Articulation opened for the learners in the same ETP (Institution) facilitating among one qualification to other qualifications based on the exemption of similar programmes subjected to the principles of CAT and RPL.

Vertical Intra-Institutional Articulation and Progression Arrangement.

Students who have completed their Diploma in Advertising at the same ETP could progress into Bachelor's Degree in Advertising at the same ETP.

Horizontal or Diagonal Intra-Institutional Articulation and Progression Arrangement.

Students who have completed their Diploma in Advertising could also progress into similar qualification in the Field of Advertising or any other field of Business, Commerce and Management based on the exemption of similar programmes subjected to the principles of CAT and RPL since the Qualification Diploma in Advertising is worth 360 credits, as per the BQA framework

QUALIFICATION AWARD AND CERTIFICATION

Students have to complete 3 years of study in the qualification to graduate. Students who were exempted may take shorter period of study depending on the level of entry point. Students who have completed A-Level and Certificate V are exempted of 120 credits (fundamental modules) and can complete the qualification in two (2) years.

In order for students to obtain the diploma certificate and graduate, they have to pass all modules of the Diploma Qualification. That means students cannot pass the subject if they do not pass the examination as per the Assessment and Examination Policy. Students have to fulfil the assessments requirements for each module in the Diploma in Advertising Qualification. In addition, students need to pass in their Project worth 36 credits. Only after passing all modules in the qualification and obtaining 360 credits, the student can successfully be awarded the Diploma in Advertising. Therefore, there is only a single exit award, which is awarded after 3 years

REGIONAL AND INTERNATIONAL COMPARABILITY

Diploma in Advertising was benchmarked with similar programmes offered by Limkokwing Malaysia, Institute of Commercial Management (ICM UK) and University of South Africa (UNISA). The content covered and the duration of the qualification is easily comparable with other similar qualifications. Similar qualification is offered at an international institution such as Limkokwing Malaysia and ICM (UK) to A-Level students with the duration of 2 years. Similar qualification is also offered at a regional institution, University of South Africa (UNISA) to A-Level students with the duration of 2 years.

REGIONAL AND INTERNATIONAL COMPARABILITY TABLE

QD	Qualification	Field	General Entry Level	Duration / Credit
Limkokwing Malaysia	Diploma in Advertising	Business, Commerce and Management	A-Level	2 Years
ICM (UK)	Diploma in Advertising	Business, Commerce and Management	A-Level	2 Years
UNISA(SA)	Diploma in Advertising	Business, Commerce and Management	A-Level	2 Years

REVIEW PERIOD

The qualification curriculum is subjected to review every 5 years for any major changes. On the process of review, wide consultation should take place with the students, key stakeholders, potential employers and academicians through review instruments that include questionnaires, focus group interviews, individual interviews and other data collection tools. The Qualification will be reviewed thoroughly every 5 years.

Other information – please add any supplementary information to help the application for this qualification for NCQF Registration.



BQA NCQF Qualification Template

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CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	