DNCQF.FDMD.GD04   **Issue No.: 01**

QUALIFICATION SPECIFICATION SECTION A							
QUALIFICATION DEVELOPER		Limkokwing University of Creative Technology					
TITLE		Certificate V in Advertising			**NCQF LEVEL**		5
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	
		Bachelor Honours		Master		Doctor	
CREDIT VALUE				120			

1.0   RATIONALE AND PURPOSE OF THE QUALIFICATION

1.1 Rationale

Advertising serves the critical purpose of allowing businesses to effectively compete for the attention of their customers. A strong commitment to advertising can yield significant results that have a direct impact on company's performance and overall success (brabys.com). Advertising is an exciting field for creative and innovative individuals who thrive in a fast-paced environment and enjoy the challenge of communicating a given message to a selected market segment. Advertising personnel create visual concepts and messages, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. Social media, print, online videos, billboards, radio, websites, TV shows, and video games are some of the forms of advertising for modern market.

The demand for Advertising agents and professionals today is tremendous because the communications industry is always developing new ways to communicate an idea, product, or service. The Botswana Government has embarked on an initiative to promote the growth of a vibrant and globally competitive private sector. The Initiative is a paradigm shift in Botswana's economic diversification effort. One of the cardinal objectives/pillars of Botswana **Vision 2036, Sustainable Economic Development** under creative industries indicated importance of creative industries as upcoming sector that posses great potential to create employment, diversify the economy and earn foreign exchange (vision 2036 archiving prosperity for all, pg.18), Creative Industries and training are perceived as vehicles that will drive this diversification effort through the culture, arts and craft sector.

The National Human Resources Development Strategy (NHRDS), through its strategic plan 2009-2022 (Ministry of Education and Skills Development, 2009) ("Realizing our Potentials", pg.41) provides the basis for matching skills with national labour market requirements and promoting individuals' potential to advance and contribute to economic and social development. This strategy reflects government realization that relevant knowledge and skills are essential requirements in moving Botswana's development trajectory forward. The vision points to the need to create job opportunities through diversification of economy into the services sector and the culture, arts, and craft industry.

The creative industries (Culture, Arts and Craft) sector has created opportunities for Batswana's involvement in local and international events and activities. Most of these activities require the services of advertising personnel, designers, illustrator artists, brand developers and web designers. However, the trend has been that organizations engage South African agencies to carry out large advertising projects because the standard of advertising in Botswana is rated average to below average (Your Botswana).

The advertising and visual communication industry requires professionals who are creative thinkers and can respond to trends, tastes and what has already been before. The industry is an ever evolving on and requires professionals who have technical skills in communicating ideas through text and image, who can use the various forms of technology, who have time management skills that are critical in an industry that requires multitasking and who have a sense of how colours interact, type and typefaces complement or contrast. Consultations with industry indicate a lack of the skills outlined. Today, the advertising industry has become a huge industry because of the large number of products and services being offered. As a result, the competition has also increased, requiring every businessman to promote his products and services in the best possible manner. This has further led to the development of new advertising techniques and an increase in the number of advertising agencies, which are available in Botswana. In Botswana, Sectors such as Tourism and hospitality, communication, and Media whether by Television, Radio or Print whole focuses and rely on effective advertising for them to have good turnovers.

1.2 Purpose
The purpose of this qualification is to produce graduates who have skills, knowledge, and competencies to:
• 	Communicate ideas visually and textually
• 	Create a brand image and build brands through advertising
• 	Educate market and change their perception through targeted messaging
• 	Apply creativity and innovation in advertising campaigns
• 	Demonstrate creativity and versatile to make a positive impact in the advertising industry
• 	Conduct basic research to develop advertising and communication briefs

2.0   ENTRY REQUIREMENTS (including access and inclusion)

Access and inclusion measures have been created and considered in this qualification to allow fair and equal entry requirements for leaners from a wide spectrum of learning. The qualification admits learners from any design field regardless of their age, gender, disability or learning difficulty.

Normal Requirements

• 	NCQF level 4, Certificate IV, (General Education or TVET) or equivalent
• 	NCQF level 3, Certificate III, (General Education or TVET) with Recognition of Prior Learning equivalent to at least 40 credits at NCQF level 4.

CAT and RPL
• 	CAT and RPL will be applicable for entry and inclusion for this qualification
• 	Access through RPL will be done in accordance with the National RPL Policy

3.0 QUALIFICATION SPECIFICATION	
	SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	**ASSESSMENT CRITERIA**
3.1 Apply advertising principles and techniques to create adverts	**3.1.1** Describe advertising elements and principles **3.1.2** Interpret an advertising 'creative brief' **3.1.3** Explore concept development in advertising, including technical, innovative, and creative strategies **3.1.4** Identify appropriate design solutions and draw sketches for best advertising communication. **3.1.5** Discuss key ingredients that go into an advertisement and its emotional appeal **3.1.6** Apply skills in visualizing media and techniques to communicate advertising ideas **3.1.7** Discuss the role of advertising in business **3.1.8** Plan and promote advertising campaigns **3.1.9** Explore advertising media such as radio, television, print, online media, and billboards **3.1.10** Prepare promotional plans, sales literature, media kits, and sales contracts for advertising **3.1.11** Evaluate the effectiveness of advertising messages **3.1.12** Prepare and deliver sales presentations to new and existing clients **3.1.13** Present campaign pitches and costs to clients **3.1.14** Identify the latest trends in advertising **3.1.15** Explain the ethical and legal obligations of advertising
3.2 Apply computer graphics techniques to enhance visual adverts	**3.2.1** Define graphic design in relation to advertising **3.2.2** Explain computer graphics applications used for graphic designing **3.2.3** Operate industry related computer hardware and software for design **3.2.4** Describe importance of graphic illustration in advert design **3.2.5** Design and develop adverts with the help of computer technology such as adobe illustrator, Photoshop and indesign **3.2.6** Use graphic design software's to create and enhance adverts **3.2.7** Work with vector graphics and different page layouts. **3.2.8** Select and use basic type families and styles to enhance advertising design pieces. **3.2.9** Incorporate typography in advertising to captures clients' and consumers' awareness in design solutions. **3.2.10** Implement the fundamentals of color: visual, rhythm, and pattern in advertising
3.3 Demonstrate basic application of digital photography for effective advertising	**3.3.1** Describe the fundamentals of photography in advertising **3.3.2** Use digital camera to shoot still images in various environments (light or dark)

		3.3.3	Operate specified lighting equipment for the purposes of image capture
		3.3.4	Create a selection of images to a defined brief within a studio environment
		3.3.5	Prepare shooting plan for use shooting objects
		3.3.6	Describe photographic works of art both verbally and in writing
		3.3.7	Explain the socio-economic impact of photography in a contextualized environment.
		3.3.8	Produce creative, aesthetic and persuasive images for advertising purposes
3.4	Employ knowledge of marketing in Advertising	**3.4.1**	Define marketing in relation to advertising
		3.4.2	Discuss the importance of marketing skills in advertising
		3.4.3	Describe the basic marketing concepts in advertising
		3.4.4	Discuss the elements of the marketing environment for any organization
		3.4.5	Explain how companies create customer-driven marketing strategies.
		3.4.6	Design marketing material production including posters, flyers, e-newsletters and more.
		3.4.7	Examine in detail the 4Ps marketing Mix – Product, Place, Price, and Promotion
		3.4.8	Examine in detail the 4Ps marketing Mix – Product, Place, Price, and Promotion
3.5	Develop creative copywriting solutions to address advertising communication challenges	**3.5.1**	Apply research-based knowledge of the products, consumer behaviour and the client's strategic plan to the development of an integrated communications plan
		3.5.2	Generate innovative, original ideas to solve advertising communications
		3.5.3	Generate advertising and promotional ideas based on a client's briefing documents or a creative brief
		3.5.4	Choose the alternative idea that supports the strategic marketing plan
		3.5.5	Implement an effective communications strategy through a variety of media
		3.5.6	Write original and persuasive copy
		3.5.7	Conceptualize and write ideas for all forms of advertising and promotional materials
		3.5.8	Interpret consumer insights in the development of a strategy
		3.5.9	Create advertising and marketing communications ideas using primary and secondary research findings
3.6	Demonstrate knowledge of basic entrepreneurial skills in advertising	**3.6.1**	Define entrepreneurship
		3.6.2	Describe the importance of entrepreneurship
		3.6.3	Discuss the basic principles of entrepreneurship and the concept of innovation
		3.6.4	Distinguish the types of entrepreneurship and the financial sources for starting a business

	3.6.5	Design business plan
	3.6.6	Implement theoretical knowledge acquired by designing a small business venture
3.7 Use a range of computer applications such as MS Word, Excel, PowerPoint, Outlook for advertising communications	**3.7.1**	Identify the Desktop Elements
	3.7.2	Log-in to a computer system using log-in credentials
	3.7.3	Use the Basic Features of Windows
	3.7.4	Explore Computer Menus and Toolbars
	3.7.5	Create a new document with word, excel and power point
	3.7.6	Open an existing Word, excel and power point document and perform basic text generation
	3.7.7	Open a web browser application
	3.7.8	Type Universal Resource Locator (URL) into address bar to open websites
	3.7.9	Navigate around websites, using links to open web pages and resources available in website
	3.7.10	Add websites of interest to bookmarks
	3.7.11	Download files available on the website, saving them in desired locations
	3.7.12	Create an e-mail account in a free mail host, Gmail.
	3.7.13	Draft, read inbox and send e-mail
3.8 Apply the different communication handling mechanisms in advertising	**3.8.1**	Define communication in advertising terms
	3.8.2	Explain the process of communication and its effect on giving and receiving information.
	3.8.3	Apply effective communication skills in a variety of public and interpersonal settings.
	3.8.4	Present advertising ideas in a clear effective way
	3.8.5	Apply note-taking strategies in advertising research.
	3.8.6	Utilize time management techniques to create a study schedule and manage procrastination.
	3.8.7	Utilize a variety of resources for information and research.
	3.8.8	Apply critical thinking skills to analyze, interpret, and evaluate course content and information

4.0 QUALIFICATIONSTRUCTURE SECTION C			
FUNDAMENTAL COMPONENT	**Title**	**Level**	**Credits**
Subjects / Units / Modules /Courses	Creative Advertising Studies	5	10
	Basic Communication	5	10
	End User Computing	5	8
	Advertising Research	5	10
CORE COMPONENT	Principles of Advertising	5	12
Subjects / Units / Modules /Courses	Basics of copywriting	4	8
	Advertising and Publication	6	12
	Graphic Design Application	5	12
	Basic Digital Photography	4	10
	Fundamentals of marketing	5	10
	Basic Entrepreneurial Skills	5	10
ELECTIVE COMPONENT	Internet Advertising	5	8
Subjects / Units / Modules /Courses	Web Page Design	5	8
		Total	**120**

RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):

The table below shows module distribution in relation to fundamental, core and elective components. Students are to choose 1 module out of 2 electives. The total number of credits required for a student to graduate in this qualification is 120 credits.

Module Classification	Module status	Total number of modules	Total number of Credits
Fundamental Component	Compulsory	4	38
Core Component	Compulsory	7	74
Elective Component	Students choose 1 out of 2 modules	2	8
Totals		**13**	**120**

Minimum NCQF Credit Level	NCQF Descriptor Level Credit Composition Rule	Qualification credit distribution
120	• **Level 4** (18 credits) • **Level 5** (90 credits) • **Level 6** (12 credits)	120

5.0 ASSESSMENT AND MODERATION ARRANGEMENTS

5.1 Assessment arrangements

The qualification will encompass both formative and summative assessment, which will be designed by assessors who are BQA registered and accredited.

Formative assessments for practical modules can include activities such as:
- Lab demonstrations
- Lab exercises

And Formative assessments for theoretical modules can include:
- Practice presentations
- Peer/self assessment

While Summative assessment can include Individual and group projects.

The weightings for the assessments will be as follows:

Assessment Method	Weight
Formative Assessments	60%
Summative Assessments	40%

5.2 Moderation arrangements

There will be internal and external moderation undertaken by moderators registered and accredited by BQA. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures which will be in line with the National Policy.

Moderation of assessment takes place at the key stages of the assessment process, i.e. design of tasks and marking of assignments (including consideration of results).

6.0 RECOGNITION OF PRIOR LEARNING (if applicable)

The Qualification will be awarded through RPL and CAT in line with BQA RPL policy and ETP policy.

7.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

This qualification is designed to facilitate vertical, horizontal and diagonal progression both locally and internationally.

7.1 Horizontal Progression

Students may progress horizontally between qualifications if they meet the minimum requirements for admission to the target qualification. Other comparable qualification to this certificate include,

- Certificate in Graphic design
- Certificate in Digital design
- Certificate in Multimedia Design
- Certificate in Web journalism
- Certificate in Fine Art
- Certificate in Packaging Design and Technology

7.2 Vertical progression

Students graduated from this qualification may progress to the following;

- Diploma in Advertising
- Diploma in Graphic Design
- Diploma in Web Design
- Diploma in Journalism
- Design in Multimedia
- Diploma in Design in Packaging Design and Technology
- Diploma in Fine Art

7.3 Diagonal Progression

Students may progress diagonally between qualifications by presenting a completed Qualification or credits towards a qualification in a similar study area, and must meet the minimum requirements for admission to the target qualification, which they will often do by virtue of the credits obtained towards an equivalent qualification.

7.4 Employment Pathways

Other than progressing academically Graduates of the course may find employment in a range of public and private organisations for the following posts:

- Assistant advertising designer
- Junior market researcher
- Sales promotion personnel
- Assistant photographer
- Assistant Advertising copy writer
- Assistant media buyer

8.0   QUALIFICATION AWARD AND CERTIFICATION

8.1 To qualify for qualification award and certification, a student must

- Attain a minimum of 120 credits overall, including a maximum of 18 credits at Level 4.

- Complete satisfactorily any additional and specified requirements of the qualification.

- Have official verification that he/she has covered and passed all the modules

8.2 A certificate will be awarded on completion of the Qualification.

9.0	REGIONAL AND INTERNATIONAL COMPARABILITY

Overall remarks on benchmarking are derived by considering the similarities, differences, approaches and trends in teaching Advertising at certificate level from the institutions mentioned below. Key parameters considered for bench marking are highlighted in the table below:

1. SGB Marketing (South Africa)

Table 1: Benchmark Summary

Criteria	SGB Marketing and SAQA (South Africa)	San Diego University (California, United States)	Quality and Qualifications Ireland (QQI)
Title	National Certificate: Advertising	Certificate in Advertising	National Certificate in Graphic Design
Level	5	5	5
Duration	1 year	1 year	1 year
Credits	124	40	15
Structure	• Art Direction • Client Service • Copywriting • Media • Production	• Essentials of Advertising • Creative Advertising Concepts • Advertising Research & Strategy • Introduction to Advertising Design and Graphics • Advertising Profiles & Trends • Client Relations • Internet Advertising • Copywriting • Branding Theory • Advertising Design for Alternative Media • International Advertising • Advertising Sales	• Marketing communication • Advertising agency • Copywriting • Typography • Advertising campaign • Research and marketing strategy • Legislation governing advertising
Learning outcomes	• Source and analyse information required for advertising decision-making. • Present ideas and make recommendations	• Manage the relationships between advertising agencies and their clients • Create and write ads and skillfully place them for maximum success in influencing customers	• Identify the various parts of the marketing communication mix and outline where advertising fits into this dynamic

regarding appropriateness and relevance of ideas and recommendations. • Interpret information for advertising assignments to determine resource requirements. • Evaluate advertising assignment progress. Evaluate advertising assignment outputs. • Implement and coordinate advertising assignment activities according to brief.	• Apply contemporary advertising theories and practices by integrating traditional media – such as print – and with new media – such as Internet	• Explain the importance of the branding process • Explain the different types of advertising • Describe the roles of the administrative and creative sides of an advertising agency • Outline the basic rules of copywriting, layout, printing and typography • Compare the reach of different media in advertising • Evaluate the role of frequency in advertising recall and the cost effectiveness of different advertising groupings • Explain the use of semiotics in advertising and outline the concept of subliminal advertising • Outline the importance of planning and the stages in planning an advertising campaign

SIMILARITIES

The following are noted similarities:

• The duration of the qualification is the same; the modules taught in the qualifications are almost similar.
• The number of modules offered for the qualification is almost the same.
• The certificates graduates also progress to diploma or degree level and the modules covered are exempted.
• Qualification offer specialization modules intended for significant technological advancement and competitive edge over other employees.

BENCHMARKING DIFFERENCES
Key differences are noted in the following areas

• The credits for modules are different due to frameworks employed.

TRENDS IN ONE YEAR GRAPHIC DESIGN QUALIFICATION

The qualification provides the individual with strong foundation in advertising skills and knowledge, including a variety of illustration techniques, typography, and idea development. Students become skilled in the use of industry-standard design software including Adobe Illustrator and Photoshop. Learners are fully equipped with basic knowledge of the latest design software skills required to meet the demands and practical requirements of advertising industry in the challenging and ever changing world of this Creative Industry. The general trend noted is that many universities are embarking on short training qualifications/courses, which empower students with practical skills in advertising, even after graduation from other fields. This is done based on introducing certificate qualifications, which are designed to support individuals who do not meet the admission requirements for a Diploma or bachelors degree qualification.

CONTEXTUALISED APPROACH
- The qualification generally fits in the framework of what other qualifications are offering i.e. the specialization modules as indicted in the table 1 above.
- The qualification has widened its scope to enable graduating students to progress to other related qualification.

REVIEW PERIOD

Every 5 years